

PRINTERS'

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City



VOL. CLXIV, No. 6 NEW YORK, AUGUST 10, 1933

10c A COPY



"For some men responsibility is a stimulus, for others it is a palsy"

DAVID LLOYD GEORGE

IT is a significant fact in the present movement toward business recovery, that while our goals are new the code we follow is old—the time-tried code of honorable dealing.

The House of Squibb finds no difficulty in adjusting itself to the national program. For 75 years the Squibb business has been built on the principle of responsibility to the public—on the recognition of a faith invited and a trust to be maintained. The stimulus of this responsibility is reflected throughout the whole Squibb organization—in every Squibb Product.

In a series of timely advertisements, the Squibb code is reaffirmed, and the need for a sound appraisal of values is re-emphasized. The consuming public is counseled to look for the *Priceless Ingredient—the Honor and Integrity of the Maker.*

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

Vote for your favorite feature of Van Dyck "1932's"



WERE puzzled. The new 12 cigars—Van Dyck "1932's"—has so many good points that we don't know which to feature in our advertising.

One critic says, "Tell smokers that Van Dyck '1932's' are really fresh." Another says, "Tell about the fine tobacco." Others urge us to advertise how mild Van Dyck "1932's" are. Some believe we should stress the satisfying flavor. Some want us to emphasize the big value at a nickel.

We've agreed to let you decide. Try Van Dyck "1932's" One year's ballot for your favorite feature. It will take only a few minutes—and your opinion will be most valuable to us. To show our gratitude, we will send every voter a modest token of our appreciation.

—General Cigar Co., Inc.

VAN DYCK 5¢ "1932's"

General Cigar Co., Inc., Dept. A-1, 119 West 40th Street, N. Y. City

I have used Van Dyck "1932's" and am sending my three favorite features. Below are the points and the address to which you may send your ballot of appreciation.

Frequency	Flavor	Value
Tobacco	Mildness	Shape

Print Name _____

Address _____

Please mail this ballot to General Cigar Co., Inc., above March 28, 1934

FEDERAL PRESENTS: *An Interrupting Idea advertisement for The General Cigar Company's 5c Van Dyck "1932's"—first color page in a newspaper series which Printers' Ink compliments as "notable for its timing and restraint". Ask General about its "notable" results.*

FEDERAL ADVERTISING AGENCY, Inc., 444 Madison Ave., N. Y.

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PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription, U. S. A., \$3 a year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CLXIV

NEW YORK, AUGUST 10, 1933

No. 6

Now We Break the Log Jam

GENERAL JOHNSON, addressing members of the cotton garment industry last week, said:

We know that unless your goods are moved off shelves you cannot keep up your part in this program. When the moment comes, and I think it is almost here, I am going to supplement our present program by adding a request to all consumers that they spend for re-employment. The only reason we have delayed, is that we did not want to repeat the mistakes of the past. It would be unfair to ask people to spend until it was safe for them to do so.

The General works fast, for on Monday last he phoned a Cleveland group: "No employer can go on increasing payrolls without increased business. Buyers must now buy or this plan will be a failure." The following article thus becomes a timely suggestion to every advertiser.

By Roy Dickinson

GOODS in wholesalers' warehouses.

Goods on retail shelves.

Some manufacturers and retailers trying to make a quick, fast profit at the expense of the whole theory of recovery.

A threatened log jam which the national advertiser is in the best position to break.

The present week presents this sort of picture as blue eagles start to appear in retail stores, on merchandising.

"How can we pay higher wages unless other wage-earners who have more in the pay envelope will buy our goods now?" manufacturers are asking.

A better follow-through on merchandising, all the way into the consumer's home, more advertising, meshed closely into present far-reaching economic changes, is one answer to the problem.

Never before have intense sell-

ing and advertising methods had a better economic justification. It is the day for the maker and brander of quality merchandise to end the rule of the chiseler, the man who sold on price only. It now becomes a national duty to sell the merchandise made under the decent conditions of the various codes.

It was just a year ago this week that PRINTERS' INK carried an article by Paul E. Faust, treasurer of Mitchell-Faust-Dickson & Wieland, Inc., in which he showed that business needed a more complete job of merchandising. His definition at that time for merchandising was that it embraced every marketing process involved in getting a commodity from the factory to the consumer. Not from the factory to the salesman, not from the salesman to the wholesaler, nor from the wholesale salesman to the retailer, but all the way from the factory into the home, including all the stopping places in between.

This excellent article which urged



GILBERT BECKHAGEN

ESQUIRE represents the nearest approach, in magazines of general popular appeal, to an ALL-STAR CAST of writers and artists. Up and down the alphabet of big names, ESQUIRE has assembled a galaxy of outstanding literary and artistic talents that will make its first appearance, in October, an event of unusual importance. Take the H's, for example. There's Ernest Hemingway, the literary idol of our time and "the people's choice" for the title of greatest American writer. There's Albert Halper, the rising star of the younger generation, whose Union Square was a recent Literary Guild selection. And, lest you get the idea that ESQUIRE is high-brow, there's Harry Herschfield, creator of Abe Kabibble and purveyor par excellence of humor to the masses. That's only the H's! Elsewhere in

the first issue, from A to Izzard, you'll meet such solid, satisfying names as Alajalov and Steig, among the humorous artists, Bobby Jones and Benny Leonard, among the sportsmen, Erskine Caldwell, John Dos Passos and Manuel Komroff, among the writers, and—but space is too limited to go further. Best of all, ESQUIRE will be of absorbing interest to the average man, in spite of its "big names" rather than because of them. For ESQUIRE will be that rare thing, a class magazine with a mass appeal. What better bet, if you would reach men who have money to spend. 40 E. 34th St., New York, Ash. 4-7181.

ESQUIRE

THE QUARTERLY FOR MEN

FICTION • SPORTS • HUMOR • ART • CLOTHES • BOOKS

am confident you will find it very illuminating.

It will either tell you something that you have not thought much about, or it will confirm what you know to be true from practical experience.

Your attention is respectfully called to questions every manufacturer should ask himself about his products, in the second column, page seventy-three.

If you find time to do so, I will very much appreciate your dropping me a line, expressing your reaction to the article which you will note was written on August 4, 1932.

The letter refers to the article mentioned before, and also to a PRINTERS' INK editorial on the article which he attached to his letter. Note particularly that statement by the manufacturer that the wheels of recovery will be blocked by merchandise accumulation. Almost any man in the advertising business can point to incidents of wrong thinking on the part of manufacturers which are now acting as that block or log jam and will in the future unless advertising in its full force, plus ideas and selling plans come in to take their full share of the job of moving this merchandise.

There is one plant in Central Ohio which, one of its vice-presidents says, is doing beautifully because it has been running on night and day shifts. The owners knew that the new wage agreements were going into effect on August 1. They had an immense amount of low-priced raw materials. So they worked all their men, boys, women and children through the long hours, piling up a tremendous amount of this merchandise. Then through two or three retail outlets they got cash for it to put into more quick production before the dead-line arrived. As a result of this procedure, one or two stores have from six to eight months' supply on hand at the low prices.

A toy manufacturer a short time ago sent a letter to the owner of a newspaper saying that it was up to him to educate people to the higher

prices which were coming. In other words, such people hope by getting other people to pull the chestnuts out of the fire for them, by evading the entire spirit of the Recovery Act, to make big profits for themselves, cutting payrolls just as soon as they have to pay more wages.

They probably have some idea that they will lay off several hundred men on vacation without pay after securing the results of their labor at the low wages. They and their outlets who now want to mark up the prices, blaming the National Recovery Act for it, are typical of those who will try to avoid the Act.

Here are the five questions which Mr. Faust told the manufacturer to ask himself:

1. Are my selling incentives to wholesalers or distributors (if any) so designed as to further the flow of merchandise on through to the consumer—or do they stop with getting the goods into the wholesalers' or distributors' hands?

2. Are the incentives (if any) given to inspire added selling effort by wholesale salesmen calculated merely to aid loading of retailers—or are they planned also to result in real selling help made available to retailers?

3. What, precisely, am I planning that will help retailers move my goods through, profitably and soundly, to actual consumers? Will it effectively do this? Is it the most effectual program for this purpose I can devise?

4. And, finally, what about my advertising to get new consumers and to increase current consumption rates: Am I planning enough of it—first, to maintain my present business; second, to make gains? Is the advertising itself—each individual advertisement, no matter for what medium—actually designed to sell . . . or is it directed toward some such end as "reminder," or "name publicity," or "good-will building," or "consumer acceptance"? (Advertisements which really sell, can and should also include any or all of these other, lesser aims.) Is each advertisement linked

(Continued on page 79)



Concentrate on Pay Dirt



IN MILWAUKEE there's only *one* way to make sure that the newspaper circulation you buy is *all pay dirt*.

- Only *one* way to eliminate the waste in duplicated circulation and copies which fail to reach the home buyer.
- Only *one* way to reach the largest number of homes *every time* you advertise.
- Only *one* way to get *full* value for *all* your advertising dollars!

Concentrate in The Journal exclusively!

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Advertising Jokers in NRA Codes Undermine Spirit of Act

Why Tactics of Chiselers at This Stage Are Flatly Against Interests of Business and Consumer

An interview by Amos Bradbury with

A. Wineburgh

President, Carbona Products Company

THE question as to whether advertising should be included when determining the cost of production is a subject that goes much deeper than accounting or book-keeping. Several tentative codes now submitted to Washington have a joker about advertising in them.

As everyone and his uncle knows by now, the main purposes of the Recovery Act are to raise purchasing power and shorten hours and also to clip the wings of the merchandiser who either by malice or through ignorance sells goods at less than cost of production. It is in the determination of this minimum cost of production that the trouble comes.

Imagine that you are the maker of a ten-cent food item. You have invested several million dollars over the years in making people conscious of your product, its quality, the reputation of the maker back of it. You have so increased your production and distribution facilities that your product is available everywhere.

Now comes the meeting of the industry to submit a code to Washington. A manufacturer who has never spent a nickel advertising his product gets up in meeting and cries aloud for a minimum price. In determining this minimum price, he insists that advertising be included as a current cost, not as a capital investment. In making this suggestion, he is taking a crack at the very fundamentals of the NRA and is also hurting the best interests of the public. He is hurting the ultimate consumer.

In the shoe polish trade, for example, there is now being made a dogged and persistent attempt to include the cost of advertising in determining the minimum cost.

Here I am, here are other manufacturers deciding to bring out a new product in this field and others. We work out in the laboratory a new shoe polish. We do the best job we can on the product, the bottle, the package, and then we figure our costs not on the basis of one gross, of a hundred gross, but on a basis of many hundred thousands gross a year. Our production department comes in to tell us that we are threatening to price this product at less than it will cost. Of course we are, if the cost is based upon a small initial minimum production. But not when we attain the big volume our advertising is designed to secure.

Do the administrators of the NRA want to penalize the man who wants to enter an old industry with a new product which he thinks meets a possible new demand? It is all a matter of knowing what advertising is. Advertising is undoubtedly a capital investment which yields a return over a period of years.

Like Endowment Insurance

Putting it another way, money invested in advertising is exactly like money put into an endowment insurance. At the very start all the manufacturer who invests his money has, is the protection of a branded and advertised name. Over a period of five, ten, or twenty years dividends begin to come in. But the manufacturer must keep up his advertising just as the individual must keep up his premiums. The surrender value of any advertising campaign in its early days is very small indeed. When a manufacturer first decides to put his name and address on a

product and then to advertise it, he must resolve in his mind that he is putting his money into a marketing and merchandising plan to cover a period of at least from five to ten years.

Advertising's Help to the Consumer

What does advertising do for the consumer?

If I decide to get a string of pearls I go to a Tiffany, knowing that I am going to get real pearls. The money I might save in going to some unknown retailer on a side street would later on be more than wasted when I had to hire an expert first to tell me whether they were really pearls, then to appraise them properly, and then very probably to hire another expert to tell me whether the expert I had hired was really an expert or not.

Is there any difference at all (except in price) in the purchase by the consumer of a 25-cent item which goes into the stomach of the children, or in a shoe polish which sends a boy or girl off to school looking neat and snappy in the morning?

Everyone in the manufacturing business, in the newspaper business, in any form of publishing or advertising, knows that the advertising cost cannot properly be included in the current cost of a product in small volume. It is, as I have said previously, a capital investment to bring dividends over the years. But does the public know this? Do the administrators of the NRA know it?

In many an industry the manufacturer who is now chiseling quietly from the rear, is the one who would like to pay his girls \$6 a week instead of \$15. For it was not the advertiser, not the maker and merchandiser of a branded product in which he invested millions of dollars to secure consumer acceptance, who was using sweatshop and low-wage methods.

Sugar in the barrel, resting place for playful flies and other insects, may have cost less than neatly packaged sugar made known by name to the housewives of Amer-

ica, advertised by a reputable manufacturer. But unless we want to go back to the days of the raw commodity, sold raw, displayed raw (and how!) then we should all of us battle against this new chiseler, the man who wants to penalize the legitimate leader in the industry by making him include advertising expenditure in current costs.

This is a fight that newspapers, magazines, every form of advertising medium should be vitally interested in at the present moment, because it is advertising that makes their wide circulation possible. The dissemination of information, education, entertainment, as well as the creation of lucrative employment for everybody included in these far-reaching industries of publishing, depend upon the continuance of advertising by leaders of industry in their pages.

It seems to me, while I am addressing the readers of PRINTERS' INK, that there is need for a concerted movement among the advertisers of trade-marked products in every line of industry, in order to make sure that the spirit of the National Recovery Act is not evaded by people who now wish to penalize the national advertiser.

It is unwise, in my opinion, for any of us to assume an attitude of watchful waiting to see how this matter may develop, for the results may be serious, especially as the business of advertising is understood by only a few who are students of advertising in its relation to the new economics. It is only such persons who understand the utter desirability of asking the public now to buy standardized products of quality made under sound labor conditions.

Russia's Return to Trade-Marking

Why is it that Russia, after it had thrown overboard most of the tenets of modern business, found it necessary once again to insist upon trade-marking the products made by the various tractor factories, food plants and other Government enterprises? It is because there had to be some method by which

the public could go back and check up on those which turned out inferior and harmful merchandise.

This knowledge of the facts is just as essential at the moment here as it was in Russia a year ago. The idea of charging initial or unusual advertising expenditures toward current cost of production, is just as indefensible as to apply the cost of machinery or experimental and development expense to the production costs, when a manufacturer is bringing out the first single automobile in a new line.

In Campbell's Soup, in Carnation Milk, in scores of other products, every man engaged in publishing or advertising knows that the advertising has created sufficient volume to enable the manufacturer to bring down costs to a point where the advertising cost per item is more than offset.

I have been informed that the advertising cost per can of Campbell's Soup is less than one-fifth of a cent. I have no doubt that the advertising costs per can for Carnation are also very low—but these costs are low only because of the great volume created by advertising. At the start these costs would have been very high per can, when these and similar products were being introduced.

This fundamental in the busi-

ness of marketing and selling is not generally known to people outside of business circles. And even then, this is true only after the initial investment of advertising expense has been made and sufficient volume has been created over a period of time to make the business profitable and able to stand advertising expense.

Volume, in other words, does bring down costs, but in order to create that volume a large initial advertising expenditure is necessary. This initial expenditure is a capital investment exactly the same as an investment for machinery and buildings. To include the cost of the advertising and other introductory expense in the current cost of production would make it absolutely impossible to create and advertise new products. This would not only throttle enterprise but would be directly contrary to the whole theory upon which our industrial structure has been constructed.

Surely, the NRA in its sincere and earnest attempts to bring back a higher level of purchasing power is not ready to countenance any procedure that would throttle the legitimate manufacturer who invests hundreds of thousands or millions of dollars in making his product known to the purchasing masses of America.

W. B. Okie, Vice-President, Mathes Agency

William B. Okie, who recently resigned as vice-president and director of N. W. Ayer & Son, Inc., has been made vice-president and director of J. M. Mathes, Incorporated, New York advertising agency.

Mr. Okie was associated with the Ayer organization for a period of thirteen years. Prior to joining Ayer, he was sales manager of the manufacturers' division of the American Sugar Refining Company and, previous to that association, for a period of several years, was general sales manager of the Welch Grape Juice Company.

Stewart-Warner Appoints Blackett-Sample-Hummert

The Stewart-Warner Corporation, Chicago, has placed the advertising of its refrigerator and radio units with Blackett-Sample-Hummert, Inc., Chicago.

Has Forty Fathom Fish Account

The Forty Fathom Fish Company division of the Bay State Fishing Company, producer of Forty Fathom Fish, has appointed Street & Finney, Inc., New York, to direct its advertising. This agency, which formerly handled the account up until two years ago, will prepare a newspaper and radio campaign for the fall.

Koh-I-Noor with Hanff-Metzger

The Waldes Koh-I-Noor Fastener Company, Long Island City, N. Y., has appointed Hanff-Metzger, Inc., New York, as its advertising agency.

Fisher Body to Erwin, Wasey

Fisher Body Corporation, Detroit, has appointed Erwin, Wasey & Company, New York, to handle Fisher Body advertising.

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Dubonnet Uses Motion Technique in Newspaper Copy

WITH the time fast approaching when wines of 3.2 of alcohol by volume be advertised, it is interesting to note what Dubonnet of France is doing. Old-timers will remember this as a mild aperitif, containing the slightly bitter taste of quinine.

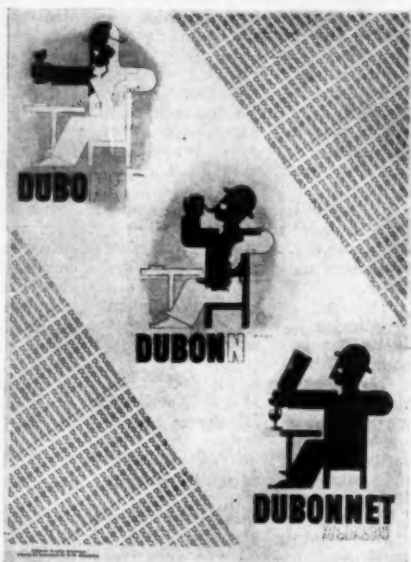
In recent large-space newspaper copy in France, the makers of this specialty product have adopted an unusual technique. In the upper left-hand portion of the advertisement a curious looking person with a beady eye is seen observing his filled glass. The trade-mark is only partly spelled out.

In the second illustration he is shown drinking his glass of Dubonnet and one more letter is added.

The lower right-hand illustration shows the consumer, apparently having been pleased with his first attempt, taking another one. In this case the trade-mark is completely spelled out.

The whole illustration gives the appearance of motion. The only other copy is the constant repeti-

tion of the word Dubonnet, spelled first Dubo, second Dubon and third Dubonnet in the same form as it



is in the larger trade-mark display.

This advertising, which has attracted much attention in France, may soon be seen in the pages of American newspapers.

Chicago Agency Adds

T. J. Weithers

T. J. Weithers is now production manager of Aubrey, Moore & Wallace, Inc., Chicago agency. He formerly was advertising production manager of the Floraheim Company and the Chicago office of Batten, Barton, Durstine & Osborn.

Gets Seed Account

The Mandeville King Company, Rochester, N. Y., has placed its advertising account with Stewart, Hanford & Fromman, Inc. A magazine and radio campaign will be placed from the agency's Rochester office.

McKelvy with Comer

Alfred Douglas McKelvy has joined the Russell C. Comer Advertising Company, Kansas City, Mo., as an account executive. He was formerly advertising manager of the Midland Flour Milling Company and sales manager of Town Crier Food Products, Inc.

Sherman Rogers Joins Agency

Sherman Rogers, formerly with the Paris office of Erwin, Wasey & Company and lately head of his own business, has joined Fertig, Slavitt & Gaffney, Inc., New York agency, as publicity and radio director.

T.

**GEO
NEW**

In the Lifebuoy camp, thus far, all is silence. But somewhere in a corner of an art department under the L. B. banner, it is fondly to be hoped, an artist is at work on a cartoon in reply—an artist courageous enough and funny enough not to take M. S., or L. B., or B. O., or even advertising itself too seriously.

"Body odor? Of course, you'll have it, if your pores are clogged with undissolved soap. . . .



Take a Tip from Chicago's Department Stores



When you're selling Chicago it will pay to put Chicago's Great Home Newspaper *first* on your advertising schedule. Chicago merchants rate The Daily News as the most profitable advertising medium in Chicago. That's why, during the first seven months of 1933, The Chicago Daily News carried 630,399 more lines of total department store advertising than any other Chicago daily newspaper.

Furthermore, for the first seven months of this year The Chicago Daily News led all Chicago daily newspapers in Retail, General, Automotive and Total Display . . . and in Total Advertising Linage.

—Authority: Media Records, Inc.

THE CHICAGO DAILY NEWS

—Chicago's Great Home Newspaper

GEORGE A. McDEVITT CO., National Advertising Representatives
NEW YORK CHICAGO PHILADELPHIA DETROIT SAN FRANCISCO

Mr. Gockley Prefers



THE BOONE MAN REPRESENTS
27 HEARST NEWSPAPERS

DAILY

New York Journal
Albany Times-Union
Syracuse Journal
Rochester Journal
Los Angeles Examiner

Boston American
Baltimore News
Washington Herald
Washington Times
San Francisco Examiner

Atlanta Georgian
Chicago American
Detroit Times
Omaha Bee-News
Seattle Post-Intelligencer

SUNDAY

Boston Advertiser
Albany Times-Union
Syracuse American
Los Angeles Examiner

Rochester American
Detroit Times
Omaha Bee-News
San Francisco Examiner

Baltimore American
Washington Herald
Atlanta American
Seattle Post-Intelligencer

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ers SILENCE

"Every new sales campaign presents new problems. So, crowding over past performances cannot compare with scratching for PRESENT-DAY FACTS . . . which market area is NOW most likely to buy . . . what line of attack will NOW be most productive." Statement of R. R. GOCKLEY, General Sales Manager, Dairymen's League.

WE AGREE. These are days of swiftly changing conditions. Yesterday's marketing methods and market information are completely out of date today. Buying habits change overnight. Fluctuating volume in one or two key industries may alter buying power of an entire area. Arguments that sold goods a few weeks ago fall on deaf ears today.

That is why it is so essential to regard every sales campaign as an entirely new effort . . . to examine each possible market area most critically . . . and to go into ONLY those markets that show a high Probability of

quick mass sales AT THIS TIME.

And that is why Hearst newspapers are laying even more than their customary emphasis upon the importance of careful and constant study in each of the markets they serve.

Hearst newspapers in 14 of these areas are represented by the Rodney E. Boone Organization. Constantly revised information on each is readily available.

The accuracy and timeliness of these data has played an important part in assuring the success of many sales campaigns in the past . . . and at the present time.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION
A UNIT OF
HEARST ADVERTISING SERVICE
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	
San Francisco	Los Angeles	Seattle	

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Quota-Setting

WITH the better conditions now prevailing in general business it will be possible for sales managers to set quotas with every reasonable expectation of fulfilment. How shall the quotas be set on a workable basis? Mr. Barnes here outlines the method used in his company. It is interesting, among other reasons, because of its obvious application to the problems of the small manufacturer.

By L. E. Barnes

Sales Manager, Benedict Mfg. Co.

The Set-Up—A medium-sized manufacturer covering the entire United States with fifteen salesmen.

The Product—Six distinct luxury lines going to ten different types of outlets.

The Problem—How to set reasonable and accurate quotas for each salesman on each line.

NOW that we have defined our problem, let us go to work.

We have the following factors to consider:

- 1—The general business situation.
- 2—The general industry situation.
- 3—The company situation.
- 4—The ability of each salesman.

It is not a difficult matter to set an index figure for the general business situation. For some time we have used the index of *Business Week*. In this publication will be found each week the index figure of general business activity compared with normal. This covers a wide range of business activity, such as car loadings, clearings, power consumption, commodity prices and several others of a sufficiently general and accurate nature to give a true picture of the general business field as a whole.

Most industries today have figures available to them indicating the activity in that particular industry. Trade associations find this to be one of their most important activities.

Statistics from each manufacturer are gathered so that all manufacturers in that group know the total amount of business being transacted and, of course, the

amount that they contribute to the whole.

These figures are compiled and distributed in plenty of time for current quota determination.

Your company's own situation is, of course, readily ascertained. It is a simple matter to determine what per cent of a normal business you are doing or have done in any one month. As in the case of the general business situation and the industry situation, it is necessary to set up what is believed to be a normal activity. Many are using the period of 1923 to 1926—others 1926 to 1928.

Let us assume for purposes of illustration that we want to set a sales quota for the month of August, and we are giving the matter consideration during the last week of June. The *Business Week* index is sixty. The industry's figure is forty-two (a luxury line, you know) and our own index figure is forty-five. By adding these three figures together and dividing by three to get the average, we have the figure forty-nine, which we shall consider to be the index figure that we shall use for the month of August, 1933, in setting quotas. In other words, we should obtain in that month 49 per cent of the gross profit on sales which we obtained in August,

averaging the years 1926, 1927 and 1928.

We, therefore, set up a figure of sales that will produce that amount of gross profit.

Breaking Down the Quota into Lines.

Remember, we have six distinct groups of products. For these accurate industry figures on each are not available, so we must make an accurate break-down based on our general observation of conditions in those fields. With our experience of the past, with an accurate knowledge of the general industry situation, and the activities in the business field as a whole, this is not difficult.

Breaking Down the Quota into Salesmen.

Obviously, to do this accurately, it is necessary to have a clear picture of each territory. For our business, for instance, we need the following facts on each of our fourteen territories:

-
- 1st—Area in square miles.
 - 2nd—Population.
 - 3rd—Rate of Income Tax returns per population.
 - 4th—Per cent of native white population.
 - 5th—Number of towns over 200,000.

"	"	"	between 100,000 and 200,000.
"	"	"	50,000 and 100,000.
"	"	"	25,000 and 50,000.
"	"	"	5,000 and 25,000.
 - 6th—Number of jewelry stores.

"	"	department stores rated over \$500,000.
"	"	drug stores.
"	"	confectionery stores.
"	"	gift shops.
"	"	hardware jobbers.
-

This may seem formidable but a bright boy or girl armed with a catalog of one of the leading list supply houses, will be able to accomplish the job in a little over a week's time, especially if the territories are laid out to a large extent along State lines.

The relation that these factors in each territory bear to the United States as a whole indicates the proportion of business that that territory should produce.

Let us assume, for instance, that the average of these factors in one of the territories properly weighted for importance, represents 7 per cent of the potential business in the entire country. Then theoretically, we should set down a quota for that territory of 7 per cent, but due to the variety of customs, tastes and preferences of consumers, and most important of all, differences in ability of salesmen, it is not so simple as that.

This figure, however, gives us a valuable approach to the problem, and we set the quota for that particular salesman on the basis of the following factors:

- 1st—The potentials in his territory as determined by the statistical factors above.
- 2nd—The customs and tastes of the consumers of the territory.
- 3rd—The ability of the individual salesman and the record of his past success, or lack of success, selling each of the six distinct lines.

Salesmen should be required to make daily reports of calls indicating thereon the amount sold, if any, on each call, proper space being allowed on the report so that the salesman at the end of the day may total up his sales in each classification. Each day these daily reports are posted to a general summary so that at all times the sales manager knows just what each salesman is selling in each different line.

The salesmen are notified of their quotas each month. On that report space is provided for him to keep track of his weekly sales in each classification so that he can see if he is progressing satisfactorily.

We find it advantageous to influence the salesmen to keep in their minds as their immediate objective a daily sale figure which, if accomplished every day during the month, will equal the month's quota. Our business is fairly regular in that respect and it is perfectly practical for us. Other concerns whose sales per order are larger and less frequent would not find this practical.

Salesmen should have thoroughly explained to them the method followed in setting their quotas. In fact, to get their active co-operation, the plan should be presented to them for their comments and suggestions before actually adopted. It has proved its accuracy as will be evidenced by the fact that during May and June the sales of our fifteen salesmen were within 1 per cent of the quota.

A week should never pass without some reference from the home

office to the salesman as to his standing in relation to his quota. These letters must be extremely diplomatic. They must not give the impression that the salesman is being coerced or threatened. Men on the road today must have self respect and freedom of action. The quota idea must be sold—not as a club over the head of the salesman, but as an accurate division of the available business based on what the manufacturer requires to operate at a profit.

At the end of the month a complete report should be sent to each salesman showing how he stands in each classification in relation to quota, not only in his personal sales, but in shipments. In our business considerable variation exists between personal sales and shipments, making it necessary to set a quota for both personal sales and shipments in each classification.

This plan is so simple once it is under way that the sales manager can determine complete sales and shipment quotas and an expense budget for his department for a period of one month in less than two hours and a half.

Dell Publishing Buys Five Clayton Magazines

The Dell Publishing Company, New York, has purchased the following magazines from the Clayton Publishing Company: *Five Novels*, *Ace High*, *Danger Trails*, *Ace High Novels*, *Flyers*. The first three of these publications have already been added to the Dell Fiction Group, which also includes *War Birds*, *All Western*, *Western Romances* and *Sweetheart Stories*.

Ingram's and Sal Hepatica to Thompson-Koch

The Bristol-Myers Company, New York, has appointed the Thompson-Koch Company, Cincinnati advertising agency, to direct the advertising of Ingram's Milkweed Cream, Ingram's Shaving Cream and Sal Hepatica.

H. A. Groth with Touzalin Agency

Herman A. Groth, for many years vice-president of the Wm. H. Rankin Company, and previously with John Lee Mahin, has joined the Charles H. Touzalin Agency, Chicago, as vice-president.

"Mill & Factory" Appoints Feiker

Frederick M. Feiker has been appointed consultant and contributing editor of *Mill & Factory*, New York. Mr. Feiker was recently head of the Bureau of Foreign and Domestic Commerce and at one time was vice-president and editorial director of the McGraw-Hill Publishing Company. Later he was managing director of the Associated Business Papers.

Herman A. Doolittle Dead

Herman A. Doolittle, manager of the New York office of McCann-Erickson, Inc., died at North Rye Beach, N. H., this week while on vacation. Mr. Doolittle joined The H. K. McCann Company in 1912, shortly after his graduation from Dartmouth. Starting out in the production department, he later became assistant treasurer and finally office manager.

Fidelio Brewery to J. Walter Thompson

The Fidelio Brewery, New York, has placed its advertising account with the J. Walter Thompson Company.

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Brewer Spotlights Brand Name



TO impress its brand name upon the New York market, the North American Brewing Company, of Brooklyn, is conducting a campaign unusual in the manner of its conception.

In the first place the advertising does not attempt to sell a bottle of beer. Rather it aims to introduce one word, "Paramount," into the consciousness of the imbibing public.

The problem that confronted the advertiser was not a simple one. With a horde of competitors fairly shouting aloud in large space, how was one with but a limited advertising outlay to be heard?

An unusual illustrative style was hit upon as a means of providing atmosphere for the advertisements. With a schedule consisting of

three-column by seventy-four-line tri-monthly insertions in five newspapers, the resulting campaign is notable for its achievement of dynamic strength.

In appearance the advertisements present a reduced poster effect. Pictorially an Americanization of the German small-space treatment, a light and modern effect has been achieved by the skilful use of air brush. Copy is kept down to a minimum and the distinctive logotype, "Paramount Beer," rendered especially bold and prominent. The startling uniformity that characterizes the series supplies an agreeable continuity.

Each unit is an integral composition possessing the singular faculty of diverting the roving eye from alien attractions.

Join Topics Publishing Staff

W. L. Davidson and James G. Lewis have joined the Topics Publishing Company, New York, as sales executives. Mr. Davidson until recently has been advertising manager of the *Havana Post*. Previously he had been advertising manager of *Household Magazine* and associated with *Liberty*. Mr. Lewis' last association in advertising was as Eastern manager of the national advertising department of the Scripps-Howard Newspapers.

Death of J. D. Oliver

Joseph Doty Oliver, for many years president of the Oliver Chilled Plow Works, founded by his father, and in later years chairman of the board of the Oliver Farm Equipment Company, died at South Bend, Ind., on Sunday. Entering his father's business immediately after leaving college, Mr. Oliver devoted his efforts to the business side of the company, while his father devoted his time to the mechanical. Mr. Oliver was eighty-three years old.

And Now Socony Cleaning Fluid

THE latest member of the growing family of Socony household specialties put in its appearance last week when Socony Cleaning Fluid was proclaimed in large newspaper space. The new product is a logical companion to the other items in the line which include liquid wax, floor wax, furniture polish, insect spray, leather dressing, lubricating oil, disinfectant, refined wax and wiping cloth.

Distribution, which is being carried out by Socony-Vacuum Specialties, Inc., is at present confined to Soconyland. Gradually national coverage will be obtained. In addition to the company's own service stations, the conventional outlets are being employed.

A combination offer is being used as the basis of the newspaper advertisements. For a limited time Socony is featuring a 40-cent can of the cleaning fluid together with a handy applying brush, valued at \$1.90, for \$1.39. The latter, incidentally, is a rather ingenious gadget. The fluid is poured into its handle and filters through to the bristles when a button is pressed. Dealer helps in the form of posters and window displays are being used to supplement the newspaper campaign in service stations and retail stores.

In accordance with the customary plan of having all stations periodically plug a certain product, concerted action for two weeks

This ~~\$1.90~~ value
for
\$1.39



To introduce the **NEW**
SOCONY
CLEANING FLUID

HERE'S a brand-new way to remove spots without leaving the stain or a ring. Press the new Socony Cleaning Fluid into the handle of the Brush-Away brush shown above. Press a button which releases the fluid on the bristles. Then simply brush away the spot! The cleaning fluid dissolves the dirt. The brush wipes it away. Quick. No effort. No mess. And no rings!

The new Socony Cleaning Fluid works so quickly and effectively as the Brush-Away brush. It's almost magical! The way it does its job—in quickly, so thoroughly.

You'll find a line of cans for this modern cleaning combination around the house and car. Why not get yours today?

SPECIAL OFFER:

Brush-Away Brush	\$1.90
Cleaning Fluid	.40
Supply	\$1.30

FOR A LIMITED TIME ONLY

AT DEPARTMENT, HARDWARE STORES, DEALER SERVICE STATIONS
AND SOCONY SERVICE STATIONS

Holeproof Elects Heilbronner and Lowy

Louis Heilbronner has been elected president of the Holeproof Hosiery Company, Milwaukee, Wis., and Felix Lowy, of Chicago, has joined the firm as vice-president and general manager. Other officers were elected as follows: Vice-presidents, M. A. Freschi and W. W. Freschi, and, secretary-treasurer, H. E. Heilbronner.

Mr. Lowy has been vice-president of the Colgate-Palmolive-Peet Company in charge of sales and advertising, having been associated with that organization and its predecessors for twenty-five years.

Heads American Bosch Radio Sales

Roy Davey has been appointed radio sales manager of the United American Bosch Corporation, Springfield, Mass. He has been with the corporation thirteen years. In his new position he continues to direct the advertising and sales promotion activities as in the past.

George W. Stackman, whom Mr. Davey succeeds as radio sales manager, has resigned to join G. H. Scovel in the ownership of Waterhouse, Lester, Scovel Company, of San Francisco, automotive, heavy hardware and specialty trades jobbing house.

Sunpaper Carriers in BALTIMORE Serve Hundreds of "Solid Blocks"

Throughout Baltimore and suburbs are hundreds of "solid blocks," where every occupied house is served Sunpapers.

And there are many hundreds more blocks where Sunpapers are delivered to all but one or two houses.

Here are shown some of the solid blocks on the route of Carrier Henry Seippel, who has been delivering Sunpapers without let-up since 1920.

Sunpaper route franchises are held by 141 men, who devote all their time to this work. Upwards of 40 of these Carriers have seen 10 years or more of continuous service.

All of which emphasizes what most advertisers already know: Baltimoreans are most readily reached through the columns of The Sunpapers—morning, evening, Sunday.



THE SUNPAPERS IN JULY DAILY (M & E) 266,832

**THE
MORNING**



**SUN
SUNDAY**

New York: John B. Woodward, Inc. Chicago: Guy S. Osborn, Inc.

Detroit: Joe R. Seclara St. Louis: C. A. Cour

Atlanta: Garner & Grant



Let's step out tonight!

Let's step out tonight!

THE important question before the house is . . . where to go tonight?

Mother thinks she'd like to step to a Ben Bernie tune. Dad wants to see Helen Hayes' picture. Sister is for Mickey Mouse. Junior is holding out for Ed Wynn.

* * * *

Picture this scene around the evening newspaper in well over 400,000 Chicago homes. These are the families that read the Chicago American every day.

They "go in" for more amusement and entertainment than the readers of any other Chicago daily newspaper.

If that were not so, amusement enterprises would not have used greater lineage in the American than in any other daily Chicago paper, as they have, *for many years*.

These figures* tell the story of this *maintained*

daily leadership during the first seven months of 1933:

Chicago American 348,247 lines

2nd paper 292,387 lines

3rd paper 246,622 lines

4th paper 234,915 lines

That record is important to all advertisers. *Chicago American families* "get around" more, are more active socially. They have more *wants* than stay-at-home families.

That's why they respond more readily to intelligently planned, consistent advertising.

Any advertiser who seeks *maximum sales volume in Chicago* must cultivate fully these 400,000 American families who will spend—at the lowest estimate—\$500,000,000 for merchandise during the next year.

* Daily amusement lineage (6 days) first seven months 1933—*Audubon, Media Records.*

CHICAGO AMERICAN

a good newspaper

and A M I G H T Y M A R K E T F O R M E R C H A N D I S E

National Representatives:
Robney E. Boone Organization

Happiness Theme Dominates Life Insurance Advertising

Penn Mutual, Viewing Luxury Articles and Services as Competition, Stresses Freedom from Worry

By Wm. A. Law

President, Penn Mutual Life Insurance Company, Philadelphia

WE in the Penn Mutual Life Insurance Company believe that the institution of life insurance has passed the dawn of a new day in the distribution of our services and that life insurance companies must use the powerful supplementary aid of national advertising in their selling processes.

Of course, we do not believe that the time will ever come when the billions of dollars of life insurance that are written each year by agents in face-to-face solicitation will be written solely as a result of advertising without the prompting of agents. But we are convinced that advertising can tell the public about the stability of life insurance, can increase the confidence of the public in companies that have withstood the storms of business depressions, the waves of epidemics and periods of war, and that to a great extent national advertising can facilitate the work of life insurance salesmen.

The financial perturbations of the last three and a half years, intensified by the recent and still present economic and financial situation, which resulted in the life insurance moratoria, have left a considerable amount of confusion in the minds of policyholders of all companies. We believe that advertising offers the strong company an effective means for reassuring its policyholders as

well as for impressing others with its stability. That was one of the purposes we had in mind when we decided upon a national advertising campaign for our company.



There is the kind of a complete man to walk the streets of a New York neighborhood, or the kind of a complete man to walk the streets of a New York neighborhood, or the kind of a complete man to walk the streets of a New York neighborhood.

• **flexible, comfortable, low maintenance** program
as covered on the Free Press Manual, transfigure
every-day spending mode for successful old glau-
mates. It allows for savings. It is planned to give
varying incentives. It makes living brighter. It is
based on truly for every.

The income and effects of this campaign on the open membership of highest quality and widest, diversified, the result is that there is no net loss of value of resources held are inherently an important, to reduce to total more business, they have no material effect upon the firm. Market policyholders' interests.

WILL WE KEEP THE DOLLAR
-WHAT ALL MEN LOVE PWD-?

It's almost with such ease we can find something
elsemore than in all members of the family,
it leads with greater happiness and security, and it
proves the way to a better financial future.

Through a few easy steps, the dollar can be
a dollar for you.

THE FARM MUTUAL LIFE INSURANCE COMPANY
 100 N. 100, FARMINGTON - INDEPENDENT SQUARE, FARMINGTON

WFO, 1, 119, 722, 102, 107 - 170, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 98

Happiness and freedom from worry as a theme instead of old age and death

But there is another factor that influenced us to buy space. As we see it, the life insurance dollar is in competition with the luxury and super-comfort dollar. The vast increase in luxuries and in articles and services that offer convenience or comfort has made the work of the life underwriter more difficult.

Particularly is this true of goods

and services sold on the instalment plan, for it is easier to accept that which gives immediate enjoyment or service than that which entails a long-continuing obligation upon him and delays the return until the distant future. To meet this competition we feel we must use one of its chief sales instruments—national advertising.

In our advertising we are endeavoring to create a consciousness of the importance of family and old-age security in contrast with the moment's pleasure or the comfort obtained by sacrifice of this security. Our copy, perhaps, sounds a new note in life insurance advertising for its theme is happiness and freedom from worry rather than reminders of the approach of old age and death.

Through it we are telling the reader that he or she can enjoy his or her life insurance now through freedom from worry and that it is not necessary to wait until the policy is paid before someone can receive the benefits of it. There is no suggestion of poverty or the poorhouse, of lingering disease or funeral costs.

A recent page advertisement in national magazines illustrates the point. It is entitled "A man on vacation . . . from worry" and the illustration pictures a young man at his desk.

The copy reads:

Once his ideal of a vacation was to walk the decks of a liner going somewhere, or to loaf beside a trout pool in the northern woods. But never has he been so refreshed, deep down, as he is by the kind of vacation he has chosen for this summer.

He is staying home. He is working hard. But, for the first time in many months, he is on vacation from worry! He has insured his life with the Penn Mutual Life Insurance Company.

Through the Penn Mutual he has provided a bulwark of future dollars to protect wife and children from want. He has made sure of an independent old age. He has guaranteed a son's college education; or removed, for his family, the embarrass-

ment of a mortgage on the home. Having attended to such urgent matters, he devotes himself to business, with a mind free to share in each new day's opportunities.

A sensible, comfortable life insurance program, as carried out by the Penn Mutual, recognizes everyday spending needs for necessities and pleasures. It allows for savings. It is planned to meet varying incomes. It makes living happier, for it leaves no room for worry.

There follow two paragraphs calling attention to the fact that the Penn Mutual was founded in 1847, that it has pioneered in applying the power of life insurance to American living, and that during boom times and depressions assets have increased steadily. The reader is told that during 1932, in spite of adverse business conditions, the assets of the company increased \$17,985,008; that as a result of the company's investment policies, the fluctuations in the value of securities held are relatively unimportant, and that as related to total asset holdings, they have no material effect upon the Penn Mutual policyholders' interests.

Another departure from what is probably the usual run of life insurance advertising is that we do not emphasize a coupon. Instead in the advertisement just quoted we ran a small box in which we offered to send anyone interested our booklet, "What All Men Live For." We told the reader that it deals with present happiness and security, that it points the way to steady financial growth and that through it he may become the man who takes a vacation from worry. We believe few who are not really interested will go to the trouble of writing us.

In another advertisement, the first of the series, we laid the groundwork for the whole campaign. Without going into the intricacies of life insurance investments, mortality statistics and other things that might be confusing to the layman, we told the story of the stability of our company and stated in the last paragraph that it was "built for your protection"

and that it "can relieve you from present worry."

This advertisement, illustrated by a photograph of our building with Independence Hall in the foreground, read in part:

Principles of independence still radiate from this Philadelphia neighborhood. Across the square, facing the Hall where Jefferson's "Declaration" was signed, stands the home of the Penn Mutual Life Insurance Company. This institution is helping hundreds of thousands of citizens along the road to financial independence. At the first of the year their lives were insured for over two billions of dollars.

The charter of the Penn Mutual Life Insurance Company was granted in 1847 to a group of twenty-six of the leading business and professional men of Philadelphia. Because they believed in life insurance, a new idea in America at that time, they created this mutual company that they and their friends might enjoy its benefits. In the first year insurance to the amount of \$224,500 was written on sixty-five lives.

Traditions of conservatism, handed down from the Quaker fathers of eighty-six years ago, continue to dominate the actions of today's trustees. Beyond the restrictions imposed by law, these men insist that

Penn Mutual investments be of the highest quality and widely diversified. The result is that fluctuations in the value of securities held are relatively unimportant. As related to total asset holdings, they have no material effect upon the policyholders' interest. Last year, in spite of adverse business conditions assets increased \$17,985,008. They amounted to \$514,588,274.

But the history of Penn Mutual is not, primarily, a record of steady financial growth through boom times and depressions, imposing though that may be. It is the story of the increasing power of life insurance to bring happiness and security into human lives. Since the day in 1847, when twenty-six men banded themselves together to found this company, the scope of life insurance, as Penn Mutual interprets it, has broadened vastly. It has become increasingly practical and adaptable to the living, spending and savings needs of the people.

Advertisements which will appear later will feature specific plans offered by the company, but in all of them will be the happiness theme, the thought that life insurance makes happiness possible by relieving the insured and his dependents from worry about future security.

Plan Direct Mail Exhibit Again This Year

The Direct Mail Advertising Association this year, as in the past, will select fifty direct-mail campaigns for exhibition at its annual convention to be held in Chicago, September 26 to 29. Closing date for entry of campaigns is August 31. Dr. Herbert Hess, Wharton School, University of Pennsylvania, is chairman of the exhibit this year.

Joins Washington "Post"

G. Richard Thompson, formerly of the national staff of the New York *Daily Mirror* and also with the Brooklyn Chamber of Commerce, has joined the newly organized national advertising department of the Washington, D. C. *Post*.

Cisler with WFAA

Steve Cisler, formerly assistant manager of radio station xso, Des Moines, has been appointed radio promotion director of the Dallas *News and Journal* station, WFAA.

Appoints Eastern Representatives

The *Pacific Dental Gazette-Journal*, San Francisco, has appointed Dougan & Boile, publishers' representatives, Chicago, as its advertising representative in territory from Pittsburgh to the Mississippi River. Leo C. Tobin, New York, has been appointed representative in the territory bounded by New York, Boston, Philadelphia and Washington, D. C.

Flintkote Elects Ralph

Stuart Harrison Ralph, for the last several years general sales manager, has been elected vice-president of The Flintkote Corporation and subsidiary companies, Beckman-Dawson, Richardson and Chatfield roofing companies. He will have his headquarters at Flintkote's executive offices at New York.

Leaves "Draperies"

Frederic V. Clark has resigned as business manager of *Draperies*, New York.

Associations Should Not Forget Advertising

Long-Time Planning of Merchandising Needed if They Are to Get Full Benefits of NIRA

By C. B. Larrabee

BASKING in the warm glow of Governmental approval, trade associations have taken on a new but confusing importance.

At a time when the Recovery Administration is seeking shorter hours for the working man, it is piling longer hours on trade association executives. Along with these increased hours it is also piling problems which must be answered definitely and with uncomfortable rapidity.

While it may seem unkind to suggest to the well-known one-armed paperhanger that he do some long distance planning concerning his economic welfare, it is essential at this time that trade associations keep quite definitely in sight the merchandising problems that the Recovery Act and reviving business are bringing to the front.

As has already been indicated by the actions of a number of trade groups, short-sighted management has seen in the Recovery Act too much of an opportunity to get rid of competitive bile without a proper regard to the big problem of the future—the problem of selling merchandise.

It is all very well to wipe out nasty competitive problems, to get an industry on a firmer price basis, to work out uniform cost-accounting systems and all of the other details that are occupying association executives so busily these days. The danger is that in their preoccupation with these subjects they will overlook short- and long-time plans which in the final analysis may benefit their industries far more than some of the problems that are taking up their time today.

In spite of the occasional bursts of ill-will which are caused when competitors get together to fight out their competitive problems,

never in the history of American industry has there been more unanimity of opinion and more desire to go forward toward a common goal than exists today. While this condition lasts, industry faces a splendid opportunity to work out plans which will show just what the co-operative movement can do.

There are some problems which demand solution and now is the opportune moment for these problems to be taken up.

Should Spur Co-operative Advertising

There is, for instance, the problem of co-operative advertising. A few far-sighted business leaders have already indicated their belief that the Recovery Act should act as a spur to co-operative advertising. Some of them, even in the midst of the heat and confusion of code-planning, are giving some serious thought to what their groups can do in an advertising way.

In our next period of recovery inter-industry competition is likely to be keener than ever because, as never before, business executives have a true picture of who is competing for the consumer's dollar.

There are two ways to meet this inter-industry competition and both ways should be employed vigorously. The first, of course, is advertising by individual manufacturers of their own products. The second, and just as important, is co-operative advertising by a group to create greater interest on the part of consumers in the products or services that the group has to offer.

Co-operative advertising, treated specifically and courageously, offers many industries an opportunity to increase the general consumption level of their products, something that individual advertising

does for the few, but not for the many, except indirectly.

A second opportunity offered by current conditions is that for associations to gather group marketing information.

There is no question that thousands of dollars have been wasted by individual manufacturers in research work which is plowing over the same ground that has already been thoroughly plowed by competitors. In many instances the information that this research has uncovered has been information that gave no individual manufacturer competitive advantage for enough time to make it worth his while.

If associations will decide that in every industry there is a certain body of marketing information which should be common to all manufacturers, they will be able to create research organizations and research programs which will not be tremendously expensive but will pay many dividends on every dollar expended.

As an outgrowth of this type of research, it also would be possible to develop new product programs for an industry rather than for an individual manufacturer.

It is a well-established fact that where a new product is not sufficiently unique as to be beyond imitation, any product brought out by an individual manufacturer is eventually followed by similar products made by his competitors.

It is also a well-established fact that one manufacturer advertising a new and revolutionary product has a pretty hard row to hoe whereas when two or three manufacturers are pushing the same product, the job is made easier.

New Product Programs for Industries

Therefore, associations, through research, could develop new product programs for an entire industry which would in no way stultify the programs of individual manufacturers but in the long run would work out to great benefit to the industry.

This is a phase of co-operative effort which has achieved little con-

sideration because manufacturers are still in the state of mind where they see a new product as something which gives them a bulge on their competitors, seldom realizing that their greatest success with new products has come usually when one or two competitors have been able to imitate what they have manufactured.

The possibilities of eliminating advertising abuses on a co-operative basis are almost unlimited. Anyone who has studied the history of misleading and grossly competitive advertising knows that it is engaged in reluctantly by about 99 per cent of the manufacturers who are doing it. Their lame excuse is that they have to do this kind of advertising in order to meet the misleading advertising of some competitor.

Setting Up Advertising Standards

Associations can now give their thoughts to setting up their own advertising standards and this does not need to be done by codes. While industrial leaders are getting together and thrashing out their problems frankly, there is an excellent opportunity for them to eliminate some of the sorest spots in advertising.

If these spots can be eliminated by group action, the danger of a growing lack of public confidence in the truth of advertising will be stifled and advertising will become sounder and more productive.

These are just a few of the advertising and merchandising problems that need consideration at a time when too many associations are thinking only in terms of open-price agreements, wages and hours. These things are important but association executives cannot afford to blink at the fact that no matter what steps are taken to put merchandise on the market, true recovery cannot come without sound advertising and merchandising.

The next co-operative step in the recovery program, then, should be a clear conception of the necessity for developing sound, sane long-time co-operative advertising and merchandising programs.

258,103 Letters From Women Readers

Some newspapers "talk about" women reader interest. The Free Press proves it. During the first seven months of the year 258,103 letters, telephone and personal calls were received as responses to various Free Press editorial features. This is an increase of 32.7% over the corresponding period of 1932, and represents a letter a minute from January 1 to July 31. This is truly ACCEPTANCE . . . indisputable proof that the pages of the Free Press are READ. All of which aids mightily in insuring outstanding returns from advertising.

The Detroit Free Press

NEWS CIRCULATIONS—July

DAILY
more than **1,400,000**
(60,000 ahead of July 1932)

SUNDAY
more than **1,775,000**
(115,000 ahead of July 1932)

The largest July Circulation
in our history . . . and by far the largest
circulation in America!

The first New York
newspaper qualified thus far
to use this emblem!



Business Is BETTER!

• THE NEWS

New York's Picture Newspaper

220 EAST FORTY-SECOND STREET, NEW YORK

Tribune Tower, Chicago + Kohl Building, San Francisco

LOYALTY WITH A CAPITAL L

● One vital asset in any magazine's circulation is reader loyalty. If readers are loyal to the editors of a magazine, it naturally follows that they will be loyal to the products of that magazine's advertisers. Few magazines can match the loyalty which the editors of Physical Culture Magazine have enjoyed for these many, many years. It's loyalty with a capital L.

The reason is perfectly clear. For some years now, Editor Barnarr Macfadden and his associate editors have made it their business to assist their readers in solving personal problems. And there is nothing more vital to anyone than a perplexing problem affecting his business or home life. Often upon the solution of said problem hinges the success or failure of his social or business life. Sometimes both are involved.

Consequently, Mr. Macfadden and his associate editors always welcome intimate discussions of pertinent personal problems of their readers. Never is a reader who writes to Mr. Macfadden for advice turned down. His letter stating a personal problem is either answered directly by correspondence, or by authoritative articles in Physical Culture Magazine. In fact, Physical Culture has so repeatedly rendered valuable assistance to thousands and thousands of readers that today it is really known as "The Personal Problem Magazine."

In these discussions of Personal Problems are included problems of health, feminine hygiene, child care, food, family relationship,

and a hundred and one other vital subjects which the more than a quarter of a million loyal readers of Physical Culture Magazine encounter in their daily lives. When faced with a problem, these Physical Culture readers without hesitation ask Mr. Macfadden to help them arrive at a practical and satisfactory solution. They ask him for advice because they know from experience that he will respond with the right answer.

Any wonder then why Physical Culture has a peerless audience for loyalty and responsiveness. Any wonder too that the circulation of Physical Culture Magazine is up—July and August issues alone showed some 25% increased newsstand sale. No small feat for these times.

If yours is a product that can be bought and used by more than a quarter of a million families—every-day folks like you and I—the advertising pages of Physical Culture Magazine offer you the opportunity to cultivate them. And if you cultivate and sell them properly, your product too will command loyalty with a capital L from these more than quarter of a million Physical Culture Magazine families.

John F. Learter

How to Advertise a Price-Rise

A Bald Announcement May Suffice—but Reasons-Why Will Pave the Way for Future Sales

Editor of PRINTERS' INK:

One of our clients confronts the problem—apparently more aggravated in this instance than in others—of selling a price-rise through advertising. During the depression, this manufacturer followed others in reducing his price, and in his advertising he featured price as prominently as the product.

Now, when he must increase his price, he wonders whether the public will remember, to his disadvantage, the old price on which he pounded so hard.

What can you tell us about precedent?

IN such a situation as this letter outlines—and it is a situation that, of course, is becoming more and more general—precedent will help, somewhat. But precedent, alone, is not the whole answer.

American manufacturers, whole industries of them, went through a similar experience back in the stirring days of 1914-18, and again in the early 1920's. War shortage, then post-war demand, a minor depression and the consequent recovery — these provided the background for conditions somewhat like those of today, but like them only in general and not in particular. For today the consumers aren't flush with money. They are emerging from the bitterest depression any of them ever has experienced. Today, although they may accept price rises as inevitable—for the subject has been talked about and written

✦

A price-rise, dramatized. Here the emphasis rests upon the wisdom of buying now

about from one end of the country to the other—and although they even may understand the causes, they aren't particularly happy.

In war days, the public may have looked on with amusement when a manufacturer of soap sent out flying squadrons of painters to edit his price-marked billboards. Those linguists who knew the significance of the word "Cinco" may have grinned when they read: "Cinco now 6 cents—to preserve quality."

Today the consumers are not amused. The job will call for some selling.

Already, the job has been attacked. Within several of the industries, business-paper copy has been talking price-rise for several weeks. Thus far, however, much of the copy has carried the theme: "Buy now and save *before* prices go up."

[illegible]

Price-rise copy carrying the same theme is beginning to appear in publications that go to the consumers. A notable instance—in fact, a dual instance—was the appearance, in the same week's magazines of advertising announcing impending price-increases of the Kelvinator and of the Leonard Electric Refrigerator.

Each of these advertisers announced that the increase would become effective September 1—and each announced that the boost would raise its price from \$99.50 to \$112.

Said Kelvinator: "This advance notice is given so that you may take advantage of the present low prices."

Said Leonard: "Save by buying a Leonard Electric now."

In tenor, the Leonard copy stressed money-saving. "These are values you may never see equalled again. Leonard quality . . . striking beauty . . . fine construction."

Taking in more scope—and seemingly stepping farther ahead—Kelvinator advanced reasons-why.

"You've known it—we've known it—that the time must come soon when advancing costs would force a real increase in today's ridiculously low prices. . . . Now, with returning better times, prices are starting upward. . . . Prices have increased from 22 to 102 per cent on many materials used by Kelvinator. And we are not sorry—since this is an unmistakable sign of a return to better times—for you—for us—for everybody."

Thenceforward, the Kelvinator copy also talked quality, and emphasized the wisdom of buying before September 1.

Thus the first stage in advertising a price-rise—a warning, a bit of tactfully worded advice to buy before the rise becomes effective.

Making First Step Lead to the Second

It does seem, however, that the first step can be made to approach the second—which will be the task of selling the product after the price has gone up.

No doubt, the bald warning does no harm. No doubt it will serve to move merchandise. But the adver-

tiser anticipates—or ought to anticipate—that he still will be in business next winter. If, with the warning he can incorporate at least a modicum of reasoning, explaining just why the increase is necessary, his action may not seem so arbitrary. And good-will need not be so definitely endangered.

Then, when his higher prices actually have gone into effect, the task of selling them—upon a basis of full value—will not seem to lack in premise. And on the good-will side he will be approaching a market that he, himself, has not made unfriendly.

Will the Public Recall Old Price?

Our reader asks whether "the public will remember, to the manufacturer's disadvantage, the old price on which he pounded so hard."

Undoubtedly, the public will remember; and the public's memory is merely an additional reason for selling the increase, and not merely announcing it.

Now a word—or two—about precedent:

In some instances, manufacturers have avoided price-rise entirely by changing package size. Others have used advertising to increase volume, and, by lowering the cost per unit, held profit undiminished. In 1917, E. J. Noble, president of Life Savers, Inc., told PRINTERS' INK: "We are firmly of the opinion that, when it is consistently used, advertising reduces, rather than increases, the price of a trade-marked article."

Of course, the situation involves the matter of trade relations. If, in the coming months, manufacturers would profit by the experiences of 1914-18, they will give careful thought to their jobbers and dealers.

In many instances during the war days the burden of explaining to consumers why prices should be raised was left to "the trade." The jobber was left to explain to the retailer, and the retailer to the consumer. Yet there were exceptions. Certain far-seeing manufacturers took space in business papers to coach retailers in the best ways

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to explain. Others, taking the task upon themselves, expanded their consumer advertising and thus broadcast the message direct.

Still others co-operated with their outlets in the preparation of copy to appear in local newspapers.

An interesting present-day instance of this sort of co-operation is presented in current outlet advertising of Kelvinator. Thus, the Georgia Power Company, in newspaper advertising, echoes the national Kelvinator copy in explaining what has happened to material costs.

Price-increase is a subject to be broadcast, also, by direct mail. Di-

rect mail proved a useful expedient in 1914-18 and again in the early 1920's. In the present situation, it has been used, extensively, within the various trades.

Admittedly, price-increase is not an easy idea to sell. Except in the announcement stage, it isn't good news—and even in the announcement stage it is good news only left-handedly.

Its selling demands a high order of skill. Into the creation of price-rise advertising, advertisers will do well to mix liberal quantities of careful thought. And don't forget to season, generously, with tact!—
[Ed. PRINTERS' INK.

+ + +

Credit to How Kum

MOTION PICTURE HERALD
NEW YORK

Editor of PRINTERS' INK:

I have been charmed by your editorial, on page 95 of the July 27 issue of PRINTERS' INK, entitled "We Appeal to History," and I am particularly entertained by your reference to the ancient Chinese adage which you quote as: "A picture is worth 2,000 words."

While I am not an Orientalist, I believe that I may perhaps lay claim to having excavated this now time-worn saw when I came across it a good many years ago in a Chinese guide book. I used it

somewhat extensively at that time in behalf of a concern engaged in commercial photography. It has since been much perverted and twisted.

I began the process by applying the word "picture." The original Chinese expression, literally translated, is, being characteristically in reverse of the Occidental manner of expression:

"One thousand tellings are not so good as one seeing."

This, I believe, should be credited to the great philosopher and sage, How Kum.

TERRY RAMSAYE,
Editor.

+ + +

Form McNally & Smyth, Inc.

McNally & Smyth, Inc., is the name of a new advertising agency formed with offices in the Star Building, Washington, D. C. James J. McNally, president, has been in agency work since 1930 and formerly was in charge of advertising for the Potomac Electric Power Company. Dwight G. Smyth was formerly a market analyst and has been associated with several stock exchange firms.

Joins "Hunting and Fishing"

E. A. Malloy has been appointed sales promotion manager of *Hunting and Fishing*, Boston. He is a former general manager of the Porter Corporation, Boston, and former assistant New England manager of *Cosmopolitan*.

New Greek Paper

A Greek-American national weekly, called *Neon Bhma*, Greek for *New Tribune*, started publication at New York recently. Editor of the new weekly is Adamantios T. Polyzoides, for the last twenty-five years editor of the Greek daily in New York, the *Atlantis*. A supplement in English is included with the new paper, which is being published by the New Generation Publishing Company, 1475 Broadway.

Start Detroit Firm

The Graphic Arts-Process Corporation has been organized at Detroit. Frank J. Rouland, formerly with the Copyfyer Corporation, is president; E. Powers is vice-president, and Frank S. Spohr, also formerly with Copyfyer, sales manager.

Psychology in a Tool Kit

Dealer Helps in Unit Package Find Favor with Thor Dealers

INSTEAD of the usual custom of sending out dealer help material piecemeal throughout the year, the Hurley Machine Company has combined its promotional items in a "tool kit," whereby the dealer gets everything at once. An enthusiastic reception, evidenced by unsolicited letters from the trade, has been accorded the new presentation.

"As a matter of fact, the material contained in the tool kit is in the aggregate nothing more than we furnished in other years," says Gordon Taylor, advertising manager, "but there seems to be an effective psychology in consolidating all the pieces in one package.

"This gives the dealer a tangible mass evidence of what we are doing to help him sell Thor appliances. He has the actual sum of this co-operation before his eyes all at once, whereas with the material coming in at various intervals he may not so readily realize its extent. And he sees that he has something to work with that covers every phase of his efforts to get business."

The material is done up in a large package made of corrugated cardboard, which bears the label, "Thor Tool Kit." These were sent in quantities to the company's distributors and they in turn supplied a kit to each active dealer. Distributors were supplied with a surplus over their immediate needs, so that every time a new dealer is enrolled he automatically gets

a tool kit of material promptly.

Among the items included in the package are:

An all-line catalog, which is in loose leaf form for flexibility. A large-sized photograph of one member of the line occupies virtually the full page of each sheet, with features and specifications listed on the reverse side.

All-line folders which serve salesmen as a catalog in miniature. Also individual leaflets on members of the line for prospects.

A book of concise selling facts which interpret the entire story of manufacturing features and consumer sales points in Thor washers and ironers. Also a similar book on the Thor water softener.

Window display material, including easel type display cards, a number of window streamers and an "authorized dealer" decalcomania. Also smaller display cards for placing on appliances which stand on the selling floor.

Electrotype and mat service sheets and order blanks for securing such material.

All this material is printed in black and white only, whereas it has been practically a tradition of the company and of its field to use one or more extra colors on dealer helps. The company hesitated about this at first, but the result has been a smart and attractive simplicity which is in fresh contrast with the usual colored material. The economy advantage is, of course, obvious.

Joins Southern Rice Sales

The Southern Rice Sales Company, Inc., New York, has appointed James Bergman, Jr., to direct sales and advertising of its River Brand and Tasty Brand packaged rice. He was formerly with Hanft-Metzger, Inc., New York agency, for seven years. The company plans to inaugurate an extensive advertising and merchandising campaign.

Appoints Samuel A. Gardner

The Oil, Paint and Drug Reporter, New York, has appointed Samuel A. Gardner, Boston, publishers' representative, as its New England representative.

One-Cent Paper for New York

Front Page is the name of a new 1-cent daily newspaper to be published on or about August 15, in New York. Meyer Solmsen, managing editor of the New York *Morning Telegraph* for many years, is president of *Front Page*, Inc., which has offices at 1482 Broadway. M. G. Frumberg, attorney, is treasurer.

Has Furniture Account

The Tell City Furniture Company, Tell City, Ind., Tellcraft Buckinghamshire furniture reproductions, has placed its advertising account with Beaumont & Hohman, Cleveland.

HITCH ON...

diversified Cincinnati is going UP

MEN and materials and money and merchandise are moving faster in Cincinnati. With the general improvement Cincinnati is a little farther ahead because the start up was from a higher level than most markets.

The wide diversification of industry in Cincinnati prevented a nose dive and the same diversification distributes the upward trend over a wider front. The varied production presents a broader activity, more jobs, higher salaries and a greater buying power than in the spectacular one industry markets. Don't be dazzled by fireworks.

Increasing sales are to be had today in active Cincinnati, *where sales always were*, and you don't have to start from scratch. Hitch your efforts to profitable Cincinnati and to the result-getting Times-Star.

CINCINNATI TIMES-STAR

HULBERT TAFT
President and Editor-in-Chief

Eastern Representative
MARTIN L. MARSH
60 East 42nd Street
New York

Western Representative
KELLOGG M. PATTERSON
333 N. Michigan Ave.
Chicago

CLEVELAND SPENDS



\$57,000,000 Released from Cleveland Banks July 2

FIFTY-SEVEN MILLION DOLLARS frozen in the closed Union Trust and Guardian Trust Companies has just been released to depositors thru the absorption of these banks by the reorganized National City Bank of Cleveland.

In one lump sum, fifty-seven million dollars has gone back into the pockets of the 455,000 depositors in these two banks—the largest sum of money ever made available at one time to the people of this community.

More millions will follow, as the orderly liquidation of the banks proceeds.

With steel operations at a new high and thousands of industrial workers back at their jobs, Cleveland is rapidly winning the battle against depression. Payrolls have increased, production in practically all lines has increased, freight shipments have increased, and Cleveland sees again the red fire of factory stacks blazing in the sky.

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230 PARK

CLEVELAND SPENDING AGAIN!

Cleveland spends again! It had money in its pockets, it was spending—and now it has fifty-seven millions more—and *is spending it!*

Mr. Manufacturer! Get your salesmen to Cleveland in a hurry! Get your goods on Cleveland retail counters—and advertise aggressively in *The Press*.

That formula is the secret of business success in Cleveland today, and tomorrow—as it was yesterday—as it always will be!

Cleveland has looked to *The Press* for news of expanding payrolls and business recovery: as it will look in *The Press* for the *advertising* news of your product or business.



The Cleveland Press

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of
MEDIA RECORDS, INC.

New Deal Means Advertising Should Come into Its Own

Muir Says New Consumers, New Trading Areas, New Merchandising Methods Offer a Challenge and an Opportunity

By Malcolm Muir

President, McGraw-Hill Publishing Company and Deputy Administrator, National Industrial Recovery Act

I HAVE been asked a number of times if the New Deal will stifle business initiative. My answer is, definitely, "No"—unless business so desires. In fact, I see in this new scheme of things a challenge to our inventive genius, a greater opportunity than ever before for the development of new products, to be manufactured by new low-cost processes, to be bought by the great new masses of purchasing power.

I want to emphasize particularly the opportunities the future should hold for merchandising and advertising ability. Whether we like it or not, we are faced with a realignment of purchasing power. We must find out where this purchasing power will be, and what it will buy. We must chart a new consumer map.

Old market evaluations, old methods of distribution and old advertising policies are out. The New Deal may be accepted as a catch phrase. It is not. It means new consumers, new trading areas, new merchandising methods. It means specifically that advertising as a great and constructive force in merchandising should at last come into its own. You and I well know that the price cutter was the biggest builder of profitless prosperity. He was the foe of sound, constructive advertising. All this should change, if goods and services are to be sold on a basis of quality. It offers a challenge to the best of our business, our merchandising and our advertising talent.

I hope that the members of this advertising club and all of those who have in the past blazed the

merchandising and advertising trails throughout the virgin territory of American markets, will be the first again to lead the way along these trails.

Is there a self-interest appeal in all this for advertising? Yes, decidedly yes. But there is a broader social responsibility and implication as well. I know of no force that can be used more effectively to re-create confidence on the part of the consuming public, to unlock the pocketbooks, of those who have been afraid to buy, to tap the resources of those new income classes, created by the New Deal. I am not referring to a "Buy Now" campaign or any such "ballyhoo," but to that intelligent, constructive force, advertising, which can do so much to create demand through an awakened and revitalized America.

No Time for the Laggard or Cynic

I have no patience with the laggard or cynic. This is no time for either one. A few have asked me, "Will the New Deal work?" My answer is, "It must!" America chose its course last November. We are now in the middle of the stream. There is no turning back. There lies ahead, if we succeed, controlled capitalism with stabilization of profits and wages; if we fail, a new order of things which I shall not attempt to picture.

My faith in its success is based on the united action of American business, as I see it, viewed in panorama in Washington. Day by day, the number of the business houses of America subscribing to the President's Re-employment Agreement grows to astounding figures.

From a speech delivered last week before the Advertising Club of New York.

Boy Market Is Depression Proof, This Advertiser Finds

New Dress for Product, Forceful and Romantic Advertising Presentation,
Bring Increased Sales Volume

By Cass S. Hough

Sales and Advertising Manager, Daisy Manufacturing Co. (Plymouth, Mich.)

FOR fifty years this company has been making and selling nothing but Daisy Air Rifles, and people are not inclined to buy air rifles during a depression.

Boys, of course, received their first course in "depressionism" second hand—from their parents' conversation. That was the first year and a half. Following that time, these boys came face to face with the curtailed buying power of their parents, which no amount of persuasion on the boys' part could change.

We had to find a new approach to this problem, now in the acute stage. The most obvious was that of cutting prices. Perhaps those who first adopted this rather questionable, but easiest, method of blackening glaringly red balance sheets, really reaped some harvest.

We, however, made up our minds that no simple panacea like cutting prices would bring our volume back. Our regular advertising schedule had been given a fair trial—increased salesmen activity had done nothing but increase the "traveling expense" item on the sales record. But in spite of this, we still were convinced that, back of the whole thing, the matter of dollars and cents was the biggest deterrent factor as far as our own sales were concerned.

Obviously, then, the problem narrowed itself to giving the boys something we had been selling for fifty years, namely an air rifle, but in such a startling new dress, and at such a bargain price, and with such a powerful advertising campaign back of it, that boys literally would insist upon having the new product.

First of all, to make the gun

different from any of its predecessors, we designed a telescopic-type sight—done by merely putting an ordinary peep sight in a tubular casing, and putting a hood over the usual "bead" type front sight. There was the new product—and although still "just an air rifle" it was absolutely new and different, better looking, and with great inherent possibilities from an advertising standpoint provided the advertising contained enough punch to convince boys that they couldn't be happy unless they owned one of these new guns.

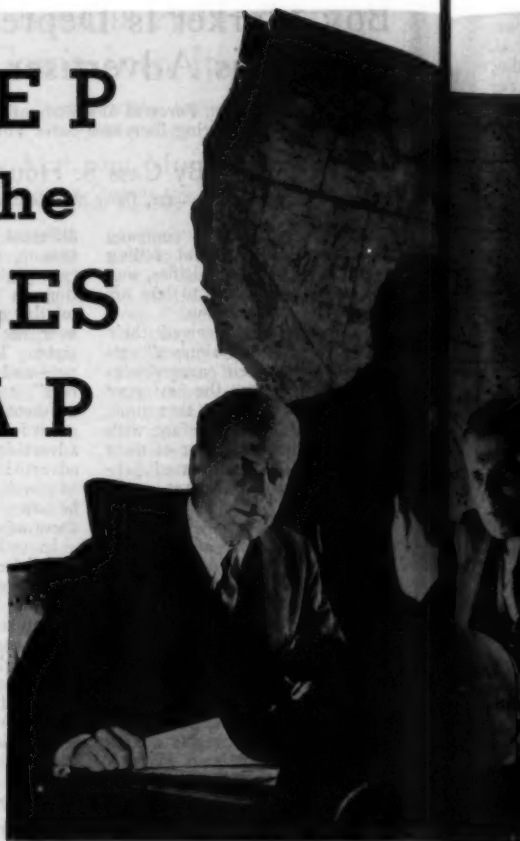
In order to provide this punch we picked as sponsor of the new product one Buzz Barton, a fifteen-year old hard-riding cowboy—well-known to the kids whose grand opera comes on movie film, in the neighborhood theaters. His age, plus a very winning grin (greatly enhanced by some thousands of freckles), and the reckless abandon with which he rides, made him the ideal type of boy to carry the burden of our advertising—the real "hero" type.

Arousing Dealer Enthusiasm

Then, being entirely sure of our ground, as far as our advertising program was concerned, we next had to get our dealers (about 15,000 in number) enthused enough about the whole campaign to stock and push the new gun and, incidentally, other numbers in the line.

Direct mail was the vehicle used to carry the news to our dealers. Through the medium of a letter we offered them a sample gun to display, charging them the regular dealer price, but gave them a large "one sheet" to display in their windows, and fifty portraits of Buzz

KEEP on the SALES MAP



THE first surge of New Deal buying is putting new tacks in sales maps everywhere. But only aggressive selling will keep them there.

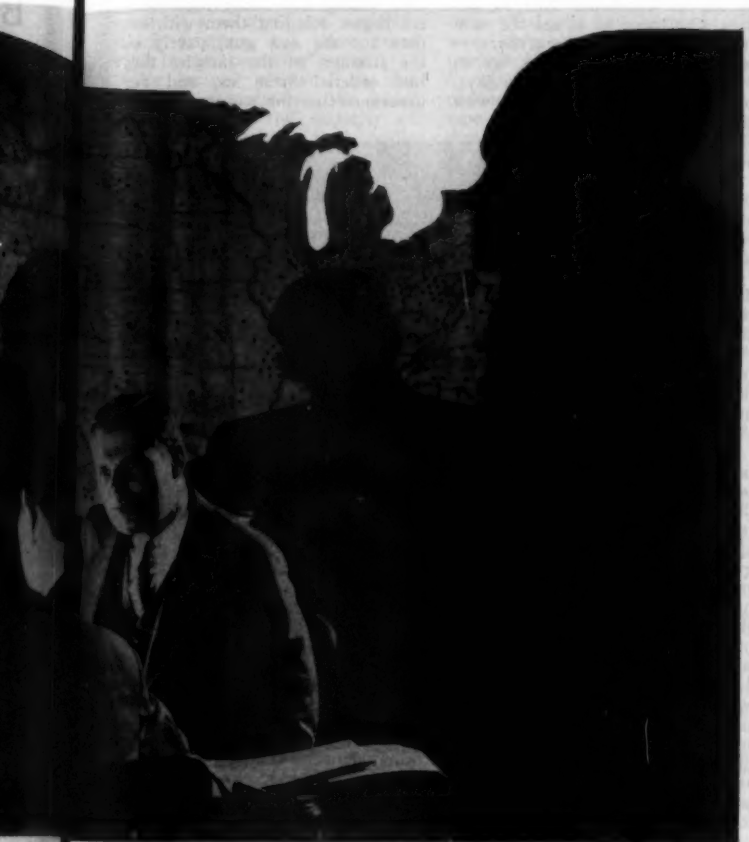
Sales may be easier now, but let's not forget that as buying power increases so does competition. Today and tomorrow, as always, the most sales are going to be made by the manufacturers who do the most selling.

More advertisers today are buying space in Good Housekeeping than at

any time during the past several years. More advertisers are using Good Housekeeping than any other magazine in its field. More of them, too, are using it as the only woman's magazine on their lists.

The 1,900,000 homes Good Housekeeping reaches are great

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ing's—or even as great. No other is
more economical to use.

Concentrate your advertising in
Good Housekeeping during the next
six months. It is a sound way to con-
solidate your new gains and keep
your place on the new sales map.

HOUSEKEEPING

everywoman's Magazine

Barton to distribute free to the boys who came in to see the new gun. This worked like a charm—out of about 15,000 dealers, we, in a period of approximately ten days, got back over 2,000 orders, with checks attached, for the sample gun and display material.

The boys' reaction to our national advertising, carried in all the leading boys' publications, was most gratifying, to say the least. These kids just swamped the dealers. Buzz Barton was on the lips of every one of them, and the problem then became one of manufacturing, rather than of selling.

Heretofore, in announcing new items, we told the story to our distributors (about 900 in all)—used some space in the sporting goods and hardware trade journals to acquaint our dealers with the new products, and, of course, turned our national advertising loose on the boys. But we had to depend on our distributors' salesmen to really sell the dealers—and when Daisy Air Rifles are only one item in a list of several thousand in distributors' catalogs we couldn't be entirely sure of getting the news across to every dealer, or even a part of them. So, in this instance, we reversed the process.

We announced the new gun to our distributors, and its reception was, as we anticipated, rather an apathetic one—or would have been, had we not done a thorough job on the dealers themselves—a job heretofore left entirely in distributors' hands.

But, before the distributors really had a chance to decide whether the new product had enough merit to warrant stocking it (when the majority of them were cutting down on items, rather

than adding new ones) their dealers began deluging them with orders for the new gun, purely on the strength of the samples they had ordered from us, and our assurance that the boy market was

Have you seen Buzz Barton's New Daisy?

A Marvelous New Air Rifle That Has Surprised the Boys of America

When Buzz Barton first announced that he had the "Daisy" Air Rifle, the boys of America were surprised. They had never seen anything like it before. It was a new kind of air rifle, and it was called the "Daisy" Air Rifle. It was a marvel of modern engineering, and it was the only one of its kind in the world. It was a rifle that could be used by anyone, and it was a rifle that was perfect for the boys of America. It was a rifle that was perfect for the boys of America. It was a rifle that was perfect for the boys of America.

1.95

DAISY AIR RIFLE

A full page from a boy's magazine, showing Buzz Barton who sponsored the new rifle

nearly depression proof (if offered the right things).

This volume of orders, out of a clear sky, made distributors realize that here was something that would sell, quickly, and in quantities—and it didn't take them long to "get on the band wagon." And, what's more, unlike most things that get under way quickly, and usually run their course just as rapidly, this Buzz Barton program is gathering momentum each month.

As a result, we recently added to our line a genuine top-grain leather holster, fitted with a "6-shooter" water pistol. Bearing Buzz Barton's signature, burned into its face, this holster set bids fair to eclipse in popularity its immediate predecessor, the Buzz

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Barton Special air rifle. The star's name, as a result of our merchandising program, has taken front rank in the "boy hero" class.

We learned plenty from this campaign, fortunately. We found our dealers, in the majority of cases, very receptive to a really sane and sound merchandising program. We learned where to "put

on the pressure"—at the point of sale. And, the best lesson of all was learning to dramatize our product by the simple expedient, in this case at least, of tying the product up with a strong, romantic type of appeal—the sort of thing that will strike a responsive chord in the hearts of most red-blooded American boys.

Vacant Windows Put to Work

VACANT windows are too suggestive of the stamping grounds of a depression-haunted people. Make the windows of every empty store a salesman or an educational exhibit. This in effect has been the argument underlying a campaign that has been successfully promoted in Chicago.

The move had its inspiration in a desire to help Chicago to make a good showing to the millions of visitors to A Century of Progress. Arthur E. Holt, advertising manager of *The Chicagoan*, conceived the plan, got the support of

Henry G. Zander, president of the Chicago Real Estate Board, and further support in a proclamation issued by Mayor E. J. Kelly of that city.

With official sanction, property owners made their windows available. Merchants and manufacturers came forth with their co-operation. These windows and also all windows of occupied stores are now being kept lighted until about 2 a.m. so that Chicago's store fronts may continue to hold and gain from the interest of those returning from the Fair.

\$100,000 Campaign for New Columbia Film

Columbia Pictures Corporation, New York, will spend \$100,000 in an advertising campaign in newspapers, magazines and radio to launch its first production of the new season, "Lady for a Day," according to a statement issued by the company. Thirty-seven major cities are listed in the newspaper schedules, while magazine advertising will be placed in most of the "fan" publications in addition to other national magazines. The radio advertising will include a nation-wide hook-up and spot broadcasting.

Scripps-Howard Advances Stanley

Following the transfer of Lynn Gamble to the New York office of Scripps-Howard Newspapers, Allen L. Stanley has been named Pacific Coast manager of the national advertising department. William H. Haze has been appointed Los Angeles manager to replace Mr. Stanley.

F. A. Reinhart with "Vogue"

F. A. Reinhart, for five years with *The Literary Digest*, three years with *Spur*, and recently with *The Sportsman*, has joined the advertising staff of *Vogue*.

Made Advertising Manager, "Junior League Magazine"

Robert W. Carnahan has been appointed advertising manager of the *Junior League Magazine*, New York. For the last year he has been Western advertising manager at Chicago. Previously he was with the International Magazine Company and *Harper's Bazaar*.

Advanced by Kuppenheimer

M. M. Lebensburger has been appointed advertising manager of B. Kuppenheimer & Company, Inc., Chicago, manufacturer of men's clothing, an advancement from the position of assistant advertising manager which he has held for the last four years.

George S. Stroud, who has been advertising manager, has been promoted to sales manager.

Lawry to Represent Outdoor Advertising, Inc.

Clinton C. Lawry has been appointed New England representative of Outdoor Advertising, Incorporated, with headquarters at Boston. For over seventeen years, he has been associated with John Donnelly & Sons.



Adventurous Posters

RECENT visitors to England have returned to our shores telling about some unusual posters they have seen there for Shell Petrol. The advertising department of this British company decided to try out some young modern artists and give them free rein.

That was a dangerous and adventurous policy for an old-established concern to say to the young men "Go ahead and do a poster of

any spot you enjoy looking at; let yourself go."

They picked unusual scenes and when they painted them they put into the places they loved a certain spirit of joy and adventure which seems to have carried its spell over to the people who now see the finished work as advertising posters.

The young modernists turned out to be more practical than their enemies would ever have believed.



WASHINGTON (D. C.) is the great pulsating heart of reviving national prosperity. The administration of the "New Deal" and contemporaneous forward movements are bringing into residence in the National Capital literally thousands of people.

A concentration of your advertising in Washington means an expanding demand for your product.

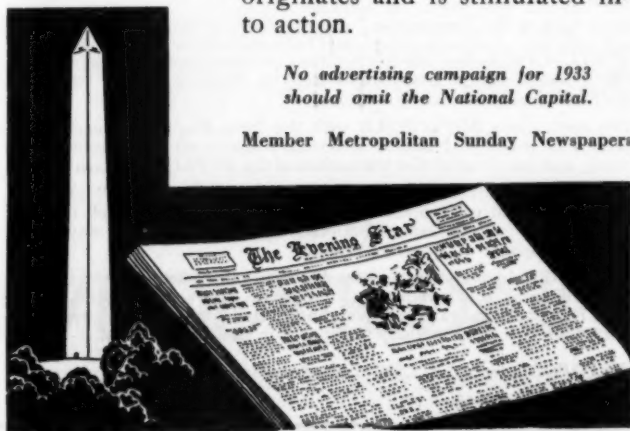
This market of three-quarters of a million people, more truly perhaps than any other comparable market, can be completely covered by **ONLY A SINGLE NEWSPAPER**. And **The Star**—**EVENING** and **SUNDAY**—exercises a remarkable influence upon family and personal purchases because it is the accredited paper of the fireside where buying thought originates and is stimulated into action.

New York Office
DAN A. CARROLL
110 E. 42nd St.

Chicago Office
J. E. LUTZ
Lake Michigan Bldg.

*No advertising campaign for 1933
should omit the National Capital.*

Member Metropolitan Sunday Newspapers



"BUFLOPOLE"

... just as much a separate city
as if it had a wall around it

*and you'll miss nearly half of the Buffalo
market until you discover this one way in!*

THE Buffalo market is actually two distinct cities—BUFLOPOLE and its neighboring city of Buffalo.

BUFLOPOLE is a city of 236,714 souls,* all of Polish birth or ancestry. All joined together by one religion, by one mother tongue. They have their own churches. Their own schools—43 of them. Their own colleges. Their own clubs, societies, community houses, libraries and assembly halls, over 3,000 retail stores.

BUFLOPOLE contains nearly 40 percent of the families in the Buffalo area—but consumes 60 percent of the food. Big eaters? That's only half the answer. Big families, too. The birth rate in BUFLOPOLE is 30 percent higher—and the death rate lower—than across the street in Buffalo.

Do the people of BUFLOPOLE read advertising? Do they buy? That's easy. They buy 90 percent of the Maytag Washers sold in the Buffalo area—over 60 percent of the Borden's Condensed Milk—72 percent of the Rinso. And we can give you figures on a raft of other products—from Chevrolets to sugar.

Now, back to the "one way in." One newspaper blankets BUFLOPOLE—and only one. One newspaper—and only one—carries the full local news of BUFLOPOLE doings, and the full news of the motherland, that BUFLOPOLE'S people want. **Everybody's Daily** is delivered to over 90 percent of BUFLOPOLE'S homes.

You can't cover BUFLOPOLE with the three English language papers published in Buffalo. National advertisers have used heavy schedules in all three, and barely scratched the surface of the BUFLOPOLE market.

Other national advertisers have discovered the "one way in"—BUFLOPOLE'S own local newspaper. **Everybody's Daily** pays so well for them that they place in it the largest national advertising lineage of any foreign language newspaper in the United States.

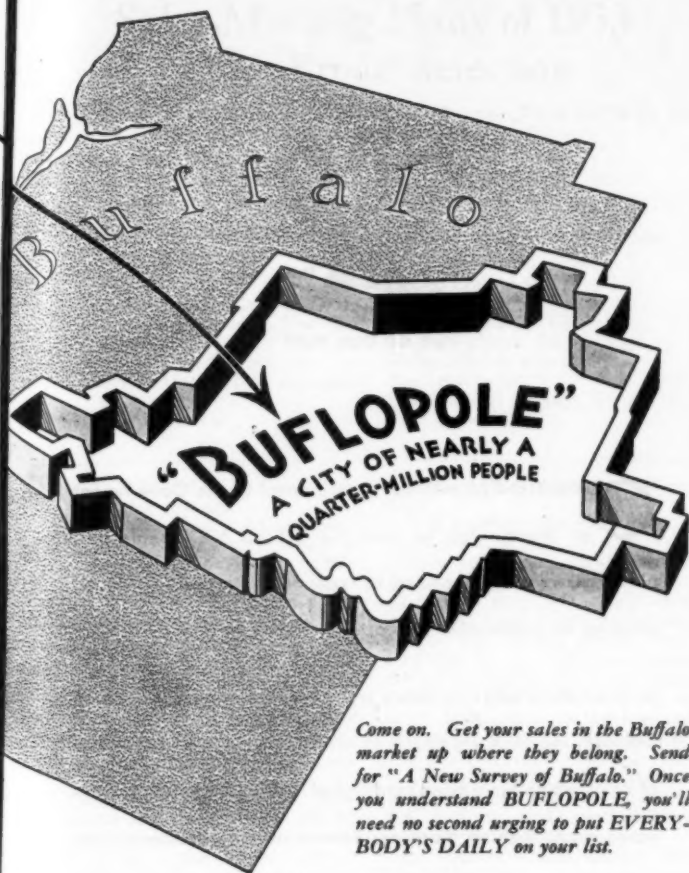
These national advertisers are simply following the lead and the advice of local merchants and distributors. For, with the sole exception of one Buffalo English language paper, **Everybody's Daily** carries the largest volume of local advertising of any daily newspaper in the Buffalo area.

*BUFLOPOLE proper, 172,670; Immediate vicinity, 64,044.



ER

ongs on



Come on. Get your sales in the Buffalo market up where they belong. Send for "A New Survey of Buffalo." Once you understand BUFLOPOLE, you'll need no second urging to put EVERYBODY'S DAILY on your list.

POLISH EVERYBODY'S DAILY

Found on every newspaper list for cities over 250,000



COINCIDENTAL with our appointment by the Government at Washington to print the official NRA seals and placards, we are authorized to reproduce this insignia on all printing for companies that are privileged to display it.

And, as our pledge to those we serve, we shall continue to maintain the high standard of craftsmanship and fair basis of costs which have been traditional in this Company for fifty-seven years. Behind these assurances stands a modern plant with extensive facilities capable of fulfilling every implied promise in the production of printing of every description.

ISAAC GOLDMANN COMPANY
New York

BY ITS PRESIDENT

Isaac Goldmann

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Sales-Meeting Plans of 1933

Offer Broad Selection

Keyed to Business Upturn, They Range Through Many Styles to Fit Almost Any Business

By Arthur H. Little

THIS article presents the sales-convention methods of the following companies:

Toledo Scale Co.
Burroughs Adding Machine Co.
International Business Machines Corp.
National Cash Register Co.
Phoenix Mutual Life Insurance Co.
L. H. Gilmer Co.

Barrett-Cravens Co.
Geo. E. Keith Co.
Western Cartridge Co.
Hewes & Potter, Inc.
Endicott-Johnson Corp.
The Insulite Co.
Louisiana Oil Refining Corp.
Blatz Brewing Co.

"GENTLEMEN!" says the sales manager.

He's more than a little nervous—as who isn't, these days?—and he wonders if his linen suit, which has just come back from the cleaners and smells faintly like a gas station, looks as good as it did two years ago, although the pants certainly are too big around the waist.

"Gentlemen!" he says. "Please come to order!"

He thwacks the table-top with his gavel, jumps a little at the unexpected loudness of the report, and proceeds:

"Gentlemen, this year the management has decided to cut out all monkey business and entertainment and so on, and get right down to red hock, that is to say, bed rock. So, in just a minute we're going to have the opening address.

"But before that, I'd like to say a word or two on my own. Each of you has a printed program. Yes, that little yellow book. Over in the back of it you'll find some blank pages. They're for notes. Use those blank pages! Fill 'em up! For we hope—I say we *hope*—that you'll get some good out of this.

"And now it is my honor and my privilege to introduce to you a man who needs no introduction—

your boss and mine—our president. . . ."

And another sales convention is under way.

This year the sales managers' gavels are popping more numerous than they did in 1932—and with more spirit. They're popping a little later in the summer than they did in, say, 1929; and, with certain exceptions, the basis of the gatherings that the gavels call to order tends more to the regional than to the national. As compared with former years, there is less of inspiration, less of entertainment, and more of how-to-sell; and yet even to that generalization there are exceptions, too.

As usual, the brass-tackers, the practical-minded convention planners who cleave to the principle that a sales convention ought to be serious and businesslike, can support their contention with good logic. And no doubt this year they can add the argument that a program packed with product information and tamped with how-to-sell instruction—that such a program, presented at a time when economic conditions hold forth the promise that the goods can actually be sold, really comes under the head of pleasure, anyway.

In range of style, the 1933 con-



HOW...

to drown a clerk

NOW that the farmer has money in his pockets (see recent newspaper) what is he going to do with it? To some manufacturers this might be a puzzle—which reminds us . . .

We started a new puzzle game in The Country Home a few months ago. Asked our readers to send in their solutions. When the mail began to pour in, our clerks nearly got drowned—in 15,000 solutions.

That didn't really surprise us. And we doubt if it surprised the advertiser,* who, three years ago, started with one of his products in The Country Home and now advertises six.

This wise advertiser knows that the farmer is going to spend his money on products that he is convinced are good. And when it comes to convincing the farmer, THE COUNTRY HOME GETS RESULTS.

THE **Country Home**

*NAME ON REQUEST

THE CROWELL PUBLISHING COMPANY, NEW YORK

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vention presents wide scope of choice. It extends all the way from the group-, or district-meeting, plan to nation-wide conclave. You can buy it in a size to fit any business.

This article presents a survey of the policies and plans of representative companies—a case study in which some of the cases speak for themselves.

First, we hear from a section of the specialty field in which sales conventions, characteristically, are linked with quota plans that operate throughout the year—a plan followed for many years by such outstanding convention-holders as National Cash and Burroughs Adding.

Says H. C. Whitehorn, assistant to the vice-president of the Toledo Scale Company:

"As usual, this year we are conducting our Hundred Percent Club race, which started September 1, 1932, and ended on July 31, 1933. The club has been in existence since 1911. To meet changing conditions, some of the terms have been changed several times.

"Last year, as well as this year, the prize to qualifying salesmen was a trip to Toledo and a week's outing on Rattlesnake Island, on Lake Erie. Again this year we brought the winners in for an island outing and, besides, for a visit to the Century of Progress Exposition.

"Another feature that we have added this year is a sort of junior membership. We call it the 'Rattlers' Club.' To qualify, a salesman needs to sell a certain volume of business during June, July, and August. The reward is a trip to Rattlesnake Island and to the Century of Progress, along with the Hundred Percent Club.

"On the day the men arrive we usually take them through the factory and acquaint them, at first hand, with model changes and new models.

"At the island, during the remainder of the week, we hold one short business session every morning; and the balance of the time is free for recreation.

"Naturally, we pay all the expenses of the men who come."

Burroughs Adding, which used



JUNE, JULY AND AUGUST, 1933

TO TOLEDO RATTLESNAKE CLUB SEP 1 1933

COME ON • TOLEDOMEN • LET'S GO!



Ballyhoo for the Rattler's Club—a broadside sent to salesmen of the Toledo Scale Co.

to hold two general conventions each year—one for agency managers and one for salesmen—and which later combined the two into one general convention, suspended the convention plan during the depression. Probably the company will resume next year.

Burroughs salesmen who qualify for the conventions are called All Stars. The convention program, staged in the company's own theater at headquarters in Detroit, generally covers the major part of a week, and is carefully planned—often months in advance—to present an intensive, well-rounded "run" of how-to-sell instruction, well seasoned with some entertainment.

The Hundred Percent Club of the International Business Machines

Corporation meets in January. It met in January of this year and will meet again in January, 1934. The club meeting is looked upon as a reward to men who attain 100 per cent of their respective quotas for the year; hence the program is wholly entertainment. For technical training, I. B. M. has established sales and service schools.

National Cash calls its intra-sales club "100-Point." Winners of membership have been rewarded with trips to Havana, California, and Bermuda. On occasion, they have been rewarded with bags of gold. For the first six months of this year, the club operated on a half-yearly basis, upon which salesmen who qualified in each of the six months were rewarded by a trip to the Century of Progress. Then, on July 1, the 100-Point basis was restored to its regular, annual routine.

So much for one kind of specialty. Now for another—life insurance.

Says Herbert C. Skiff, agency secretary of Phoenix Mutual Life:

"We have not followed the practice of holding a general company convention each year, holding them, rather, about every five years, and in between holding smaller meetings for men who can reach a higher quota for qualification.

"In January, 1932, we announced a qualifying period for attendance at a summer school of life insurance, to be held in July of 1933. The basis of qualification was not so much a large volume of business as it was consistent production, month after month, with special credit for a good record of selling effort. We have just concluded that meeting.

Number of Speeches Limited

"As to speeches by home-office people, the program was very much limited. It was built almost entirely around group discussions led by home-office men, but participated in entirely by the field men, who were led to express their opinions on various phases of the selling process.

387 "Virtually the whole program

was given over to methods, and almost none of it to stimulation. In order to offer a little variation, each subject was presented in the form of a conversation between a home-office man and a field man—a conversation in which the field man told of his experiences on the particular phase of selling that was under discussion. After the conversation, the subject was opened for discussion by the entire group attending.

"We pay the hotel and transportation expenses of those who qualify; but any man who has not qualified may come at his own expense."

Meets in the Home City, but Not at the Factory

Now a case in the industrial field—the L. H. Gilmer Company, as reported by its sales manager, C. H. Bauer.

"We bring in our men in December—all of them. The convention itself is held in our home city, Philadelphia, but away from the factory—and for the reason that we believe that to bring them to the factory for the entire three-day session would be to disturb the factory routine.

"Generally, the first two days of the program are taken by the engineering department. However, we see to it that every department whose work contacts the work of the salesmen is represented. Thus, we give places on the program to such men as the office manager, the traffic manager, the head of the stock room and the man in charge of sales promotion.

"Each of these men explains those problems of his that are influenced by the salesman. For example, the cashier may point out that expense accounts come in too late; and the office manager may explain that order-handling routine would be expedited if salesmen would write more legibly.

"The men, if they feel like it—and we encourage them to speak frankly—answer from the floor. They ask questions.

"We hold our convention in December because by that time all the trade conventions have been

held—and we know trade conditions.”

Another company in the field of producers' goods is introducing a novelty. Taking advantage of the presence in its home city of the Century of Progress Exposition, the Barrett-Cravens Company has announced to its salesmen that it will pay the expenses of all men who will come to the exposition for a one-day session on Sept. 18. The gathering is to be a combination of convention and exposition-seeing.

Next, a company that sells shoes—the Geo. E. Keith Company. Says Sales Manager George E. Keith:

“It is our custom to hold two sales conventions a year, one at the beginning of the fall season and the other at the beginning of the spring season. We feel that these meetings are a very necessary part of our sales program, and we do not contemplate changing.

“The meetings are held at the factory, where the sample lines are assembled.

“In general, our program is this: The first two days the salesmen work on their lines, familiarizing themselves with the styles, prices, and materials. Then, on the third day, at a group meeting, the line is presented by the head of the design department. The presentation is made more forceful by modeling and display.

“Next, the salesmen meet with the sales executives for discussion of sales, merchandise, and advertising policies. We encourage the men to suggest and to criticize and to give others the benefit of their selling experiences during the season just past. Such requests as they make are studied by the company, and the answers are given on the following day.

All Salesmen in Attendance

“All salesmen are required to attend the conventions. We cover their expenses. We have no fixed entertainment program, aside from a dinner for the salesmen and executives after the meetings.”

Thus far, we have considered

conventions and meetings that were national in scope. Now for other types:

Says Edwin G. Weber, advertising manager of the Western Cartridge Company:

“We have not had a general sales convention for several years—seven or eight, at least. Instead, we have held a series of regional or territorial group meetings at which the district sales manager and his men meet with one or more representatives from the home office—usually the sales manager or assistant sales manager—for informal discussion of new products and new sales points, and particularly for detailed consideration of the particular sales problems in each territory.

“The men attend these meetings at the company's expense. There is no entertainment, and no regular program, the procedure being varied to suit each individual meeting.”

Group Meetings at Strategic Centers

Here is the plan of Hewes & Potter, Inc., as reported by Sales Manager L. M. Hannum:

“We have held two sales conventions this year and will hold another within the next thirty days. Sales meetings at headquarters have been discontinued for three years; and we have substituted group meetings at strategic centers—for instance, Philadelphia, Chicago, St. Louis, Memphis, and Atlanta and, once a year, on the Pacific Coast.

“We feel that these small group meetings give us an opportunity to get in closer touch with each man.

“We stick very closely to ‘how-to-sell,’ and we add only a little of inspirational material. There is no entertainment. We stick to business all the way through.

“We pay the expenses of the men who attend.”

This from P. D. Blain, sales manager of the Endicott-Johnson Corporation:

“For the last three years, with the exception of one yearly convention in St. Louis for our Western salesmen, we have held sec-

tional meetings of our salesmen twice a year in different parts of the country. The meetings are attended by sales executives.

"Generally, from twelve to twenty salesmen attend. We pay all their expenses.

"The meetings are devoid of entertainment, but each one closes with a dinner."

Here is the plan of The Insulite Company, as described by Advertising Manager R. P. Dodds:

"We have not held a general sales convention this year and, just now, do not contemplate holding one.

"In past years we have conducted sectional sales meetings in which we could assemble all sales representatives from a given area at one central point and there conduct a meeting that would cover one, two, or three days.

"The company's policy has always been that it is much easier for our salesmen to sell if they are in possession of complete merchandising instruction, together with a thorough understanding of the use and advantages of the products, than it would be if they were loaded with a lot of inspirational ballyhoo calculated only to raise their fervor to a fever pitch.

"Of course, we try to arouse enthusiasm, but to do so in a way that will send the men back into the field enthusiastic about products and their possibilities. Through specific training, we enable our men to engage their complete merchandising capacity in the sale and distribution of Insulite products.

"We always plan to have all our men in attendance; and, of course, we pay all their expenses."

Form Hoffman & York

Hoffman & York is the name of a new advertising agency which has been formed at Milwaukee by Harry G. Hoffman, recently manager of Needham, Louis & Brorby's former Milwaukee office and by Wilford York, also formerly with that office. Mr. Hoffman was for six years advertising manager of the Allis-Chalmers Mfg. Company's tractor division. Mr. York formerly was with the Chicago office of the United States Advertising Corporation. Offices of the new business are at 2005 Mariner Tower.

Next, a case in one of the basic industries, with this from J. A. Welch, general sales manager of the Louisiana Oil Refining Corporation:

"We have not held a general sales convention this year and none has been held in the last three years.

"As a substitute, we bring together once each month our salaried field-personnel salesmen. Each of these men supervises an area or district."

And finally a case that, in significance, rather spreads beyond the outlines of this discussion. Possibly its import is not merely commercial, but also broadly social. Perhaps it foreshadows events in an old industry that, recently, has taken on new life—and, in the process, shaken up the interest of the nation, as well.

Here's the report:

Since the return of legalized beer, we have not held any sales convention. It is our practice now to send sales supervisors into the different territories, where they call the salesmen together and hold regional meetings. Perhaps we shall hold a general convention later on in the year.

(Signed) HAL JOHNSON,
Advertising Manager,
Blatz Brewing Company,
Milwaukee.

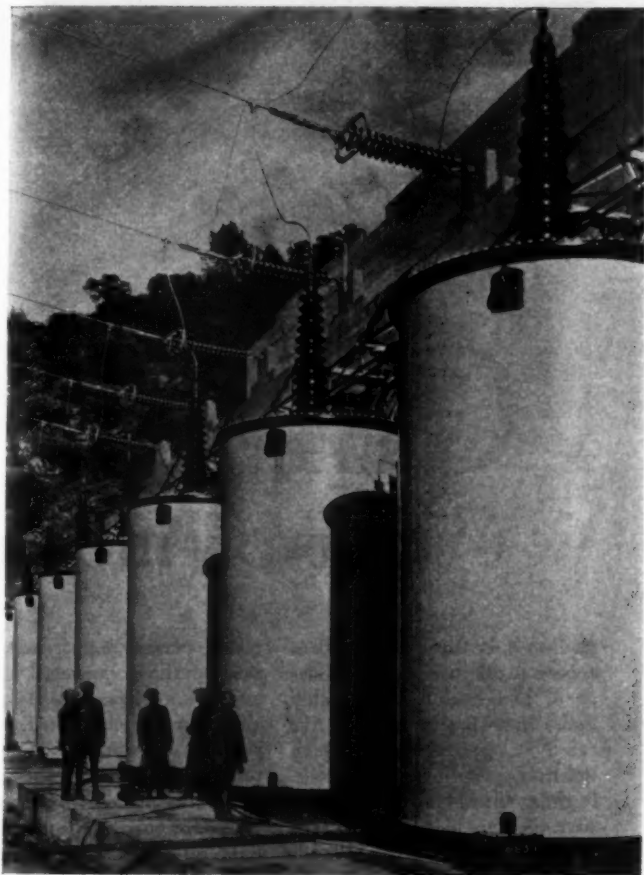
And the shepherd of this symposium is in correspondence with Mr. Johnson now to ascertain how, if, when, and as Mr. Johnson's company does throw a convention, an outsider can get in.

Now with Sun Press

Ralph M. Kaplan has joined Sun Press, Inc., New York, as director in charge of sales and advertising. For ten years he conducted his own business as advertising counselor and, more recently, has been vice-president of Reciprocal Advertising, Inc.

Has Brewery Account

The Diamond Spring Brewery, Lawrence, Mass., has appointed The Mitchell Company, Boston, to direct its advertising. Newspapers and outdoor advertising will be used.



World's Largest Transformers

On Big Creek, 288 miles from Los Angeles, whence comes part of the electrical energy which moves 6,000 factory wheels at one of the lowest kilowatt rates in America.

Los Angeles has another equally notable source of power which moves goods after factories have turned them out, performing its service at equally low rates, and exceeding in advertising voltage and volume all other Coast newspapers.

Los Angeles Times

Children cost a lot of money but

● Two may live cheaper than one—but only the most optimistic of budgeteers could possibly figure that three or four or five can live cheaper than two. Such theorists never paid store bills. Families with children buy more advertised products of every type than do families without children. They eat more—use more—wear out more of everything an advertiser has to sell. If anyone doubts this, let him examine shoes, quickly gone through with

frantic playing, empty milk bottles that have quenched thirsty young throats, cereals piled in breakfast bowls, toothpastes, powders, furniture made old before its time by careless young feet—all demanding money spent gladly by parents, spent without ceasing, to make the 1942 freshman class strong, sturdy, happy.

The New York American enters *homes with children*, contacts *families* whose buying

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of branded merchandise constitutes the most important volume factor in any market.

The Sunday American—with its family-wide editorial appeal, through its news, comics, sports, society section, its famous March of Events—enters more than a MILLION homes and has been acknowledged for years by department stores to be an outstandingly successful medium for the sale of family-bought merchandise. It is logical to

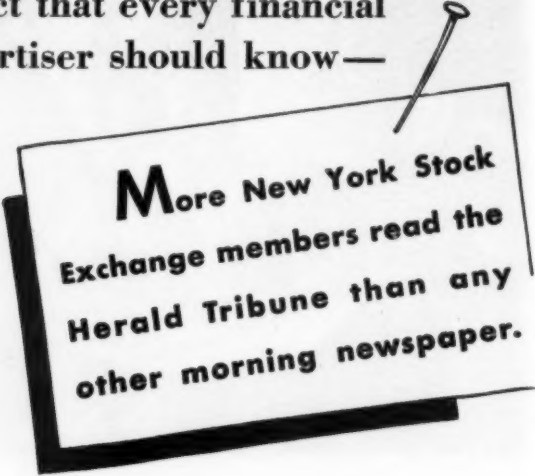
assume that a paper that can sell kitchen tables can sell the foods that go on them—and if it sells shower curtains, it can stock toilet cabinets.

Entering the homes of 53 out of every 100 families whose preference leads them to select a standard size New York newspaper, the Sunday American offers the most powerful sales weapon in the market for every product designed for family consumption.

New York American

NATIONALLY REPRESENTED BY PAUL BLOCK AND ASSOCIATES
New York Chicago Boston Detroit Philadelphia San Francisco Los Angeles

A fact that every financial advertiser should know—



More New York Stock Exchange members read the Herald Tribune than any other morning newspaper.

For years, people have had the impression that the Herald Tribune led all other morning papers in the financial field. We wanted to know.

What we found out is of interest to every financial advertiser. Read these three simple facts revealed by an independent, impartial survey covering 75% of the members of the New York Stock Exchange. (Details on request):

1. Read regularly by more members of the Stock Exchange than any other New York morning or Sunday newspaper.
2. Read for financial news on weekdays by more members than any other New York morning newspaper.

3. Preferred for financial news on weekdays by more members than any other New York morning newspaper.

To understand this professional preference for the Herald Tribune, study its financial pages. Notice the accurate tables, its carefully-planned, easily-digested make-up, its complete coverage of commodity news, its daily average of twenty security groups (more than twice the number averaged by papers that are strictly financial publications).

For RESULTS in the world's largest financial market—the New York Herald Tribune.

NEW YORK Herald Tribune

NEW YORK: Main Office, 230 West 41st St. • DETROIT: John B. Woodward, Inc., 6-255 General Motors Bldg. • CHICAGO: John B. Woodward, Inc., 400 N. Michigan Ave. • BOSTON: Carroll Judson Swan, 926 Park Square Bldg. • SAN FRANCISCO: John B. Woodward, Inc., Mondnock Bldg. • PARIS EDITION: The New York Herald, 21 Rue de Berri.

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Periodical Publishers' Institute Elects Directors

AT a meeting held last week at New York, the Periodical Publishers' Institute elected twenty-three members to a board of directors. As reported in last week's issue of *PRINTERS' INK*, the Institute has been formed for administering a code for the periodical publishing industry. Members elected to the board are as follows:

General Magazines: S. R. Latshaw, Butterick Publishing Co.; Lee W. Maxwell, Crowell Publishing Co.; William B. Warner, McCall Co.; Arthur S. Moore, International Magazine Co.; Roy E. Larsen, Time, Inc.; F. L. Wurzburg, Condé Nast Publications; W. D. Fuller, Curtis Publishing Co.; John Hanrahan, *The New Yorker*, and Guy L. Harrington, Macfadden Publications.

Business Papers: Aglar Cook, Topics Publishing Co.; Fred D. Porter, Chicago Business Papers; J. H. McGraw, Jr., McGraw-Hill Publishing Co.; Fritz Frank, United Business Publishers, and Henry Lee, Simmons-Boardman Publishing Co.

Agricultural Publications: John S. Pearson, *Progressive Farmer*; Clifford Gregory, *Prairie Farmer*; P. E. Ward, *Farm Journal*; Fred O. Bohlen, Meredith Publishing Co., and Marco Morrow, Capper Publications.

Religious, Fraternal, Scientific, Educational and others: Dr. Paul S. Leinbach, *Reformed Church Messenger*; J. McKeen Cattell, Science Press; Charles S. Hart, *Elks Magazine*, and F. C. Beekley, *Q. S. T.*

AGMA Drafts Willis

Paul S. Willis, who has served for two years as honorary president of the Associated Grocery Manufacturers of America, has been drafted by AGMA to devote his entire services to the interests of the association.

This marks the first step taken in a program to set up adequate machinery to deal properly with the problems thrust upon the association by President Roosevelt's recovery campaign. Mr. Willis and his associates, says a statement from the association, have been extremely active in the last two years in their efforts to stamp out unfair trade practices, which have caused most of the profitless distribution during the past years. Because of this profitless distribution, AGMA has drafted a master code of fair competition in distribution in the grocery industry to eliminate "uneconomic and vicious practices."

Mr. Willis for many years has been vice-president and general manager of the Comet Rice Company. This company has granted him a leave of absence from active duties but he will continue his affiliation as vice-president and in an advisory capacity.

Heads S.N.P.A. Labor Committee

F. C. Withers, Columbia, S. C., *State*, has been appointed chairman of the labor committee of the Southern Newspaper Publishers' Association, by J. L. Mapes, president. A member from each State in the association has been appointed to work with Mr. Withers.

Appoint Hagg & Associates

The following papers have appointed Arthur H. Hagg & Associates, recently organized, as their national advertising representatives: Fort Collins, Colo., *Express-Courier*; Grand Junction, Colo., *Sentinel*; Greeley, Colo., *Tribune-Republican*; Dodge City, Kans., *Globe*; Leavenworth, Kans., *Times*; Hastings, Nebr., *Tribune*; Kearney, Nebr., *Hub* and the Beloit, Wis., *News*.

Offices of the new business are at 360 North Michigan Avenue, Chicago; 220 East 42nd Street, New York, and Bus Terminal Building, Denver. On September 1, a Kansas City office will be opened.

Associated with Mr. Hagg are Philip A. Broderick, Eastern manager; Morris D. Townsend, Denver office, and Ormond P. Hill, who will be in charge of the Kansas City office. Mr. Hagg will make his headquarters in the Chicago office.

Death of T. R. Gerlach

Theodore R. Gerlach, who founded the Gerlach-Barklow Company, Joliet, Ill., calendars, printing, etc., about twenty years ago, died last week at Joliet in his sixty-seventh year. He was a former president of the Illinois Manufacturers Association, a former president of the Advertising Specialties Association, and also held office in the Associated Advertising Clubs of the World, now the Advertising Federation of America. Mr. Gerlach was president of the Gerlach-Barklow Company and chairman of the board of the United Printers and Publishers Corporation, holding company for Gerlach-Barklow and several other companies.

VOGUE

First for 24 Years

1909

Rank	Lines
VOGUE	(1) 449,865
L. H. J.	(2) 359,028
W. H. C.	(3) 283,002
Gd. Hkg.	(4) 260,639
Delin.	(5) 250,043
Pic. Rev.	(6) 164,917
Harp. Bas.	(7) 125,987
McCall's	(8) 119,560

1910

Rank	Lines
VOGUE	(1) 566,504
L. H. J.	(2) 387,457
W. H. C.	(3) 312,915
Gd. Hkg.	(4) 284,615
Delin.	(5) 255,492
Pic. Rev.	(6) 169,223
McCall's	(7) 150,977
Harp. Bas.	(8) 129,716

1911

Rank	Lines
VOGUE	(1) 694,661
L. H. J.	(2) 353,215
W. H. C.	(3) 316,740
Gd. Hkg.	(4) 284,583
Delin.	(5) 250,728
Pic. Rev.	(6) 183,360
McCall's	(7) 157,419
Harp. Bas.	(8) 85,919

1912

Rank	Lines
VOGUE	(1) 747,765
L. H. J.	(2) 344,140
W. H. C.	(3) 294,873
Gd. Hkg.	(4) 286,125
Delin.	(5) 249,004
Pic. Rev.	(6) 188,750
McCall's	(7) 151,053
Harp. Bas.	(8) 61,133

1913

Rank	Lines
VOGUE	(1) 946,136
L. H. J.	(2) 332,760
Gd. Hkg.	(3) 239,664
W. H. C.	(4) 278,806
Delin.	(5) 239,093
Pic. Rev.	(6) 195,912
McCall's	(7) 162,860
Harp. Bas.	(8) 65,951

1914

Rank	Lines
VOGUE	(1) 918,590
L. H. J.	(2) 319,807
Gd. Hkg.	(3) 286,385
W. H. C.	(4) 240,072
Harp. Bas.	(5) 235,210
Delin.	(6) 201,906
Pic. Rev.	(7) 197,512
McCall's	(8) 147,047

1915

Rank	Lines
VOGUE	(1) 901,408
Harp. Bas.	(2) 334,750
L. H. J.	(3) 321,476
Gd. Hkg.	(4) 345,550
W. H. C.	(5) 237,749
Pic. Rev.	(6) 200,010
Delin.	(7) 186,099
McCall's	(8) 180,585

1916

Rank	Lines
VOGUE	(1) 1,126,018
Harp. Bas.	(2) 538,376
L. H. J.	(3) 411,912
Gd. Hkg.	(4) 383,559
W. H. C.	(5) 284,617
Pic. Rev.	(6) 251,121
Delin.	(7) 221,214
McCall's	(8) 141,901

1917

Rank	Lines
VOGUE	(1) 1,116,271
L. H. J.	(2) 553,587
Harp. Bas.	(3) 552,303
Gd. Hkg.	(4) 417,180
W. H. C.	(5) 330,455
Pic. Rev.	(6) 297,982
Delin.	(7) 247,762
McCall's	(8) 147,370

1918

Rank	Lines
VOGUE	(1) 880,840
L. H. J.	(2) 582,183
Harp. Bas.	(3) 419,707
Gd. Hkg.	(4) 376,843
W. H. C.	(5) 332,514
Pic. Rev.	(6) 309,119
Delin.	(7) 295,836
McCall's	(8) 210,440

1919

Rank	Lines
VOGUE	(1) 1,205,326
L. H. J.	(2) 886,973
W. H. C.	(3) 539,530
Gd. Hkg.	(4) 538,346
Pic. Rev.	(5) 515,835
Harp. Bas.	(6) 487,580
Delin.	(7) 443,422
McCall's	(8) 263,944

1920

Rank	Lines
VOGUE	(1) 1,409,281
L. H. J.	(2) 1,154,470
Harp. Bas.	(3) 754,823
Pic. Rev.	(4) 724,685
W. H. C.	(5) 716,726
Gd. Hkg.	(6) 639,690
Delin.	(7) 578,083
McCall's	(8) 324,677

1921

Rank	Lines
VOGUE	(1) 837,662
L. H. J.	(2) 775,970
Harp. Bas.	(3) 466,643
Gd. Hkg.	(4) 509,569
W. H. C.	(5) 419,416
Pic. Rev.	(6) 335,727
Delin.	(7) 291,962
McCall's	(8) 251,385

1922

Rank	Lines
VOGUE	(1) 867,906
L. H. J.	(2) 849,922
Harp. Bas.	(3) 527,321
Gd. Hkg.	(4) 499,913
W. H. C.	(5) 435,606
Pic. Rev.	(6) 421,668
McCall's	(7) 310,339
Delin.	(8) 282,048

1923

Rank	Lines
VOGUE	(1) 1,124,347
L. H. J.	(2) 937,609
Gd. Hkg.	(3) 660,342
Harp. Bas.	(4) 617,141
Pic. Rev.	(5) 552,066
W. H. C.	(6) 521,343
McCall's	(7) 449,538
Delin.	(8) 312,398

1924

Rank	Lines
VOGUE	(1) 1,146,341
L. H. J.	(2) 967,201
Gd. Hkg.	(3) 682,252
Harp. Bas.	(4) 668,215
Pic. Rev.	(5) 568,735
W. H. C.	(6) 555,239
McCall's	(7) 400,901
Delin.	(8) 323,391

1925

Rank	Lines
VOGUE	(1) 1,319,194
L. H. J.	(2) 901,306
Gd. Hkg.	(3) 753,158
Harp. Bas.	(4) 751,121
W. H. C.	(5) 619,229
Pic. Rev.	(6) 441,791
McCall's	(7) 346,807
Delin.	(8) 338,001

1926

Rank	Lines
VOGUE	(1) 1,497,266
L. H. J.	(2) 1,054,669
Gd. Hkg.	(3) 821,300
Harp. Bas.	(4) 813,446
W. H. C.	(5) 679,571
Pic. Rev.	(6) 459,157
McCall's	(7) 430,975
Delin.	(8) 319,195

1927

Rank	Lines
VOGUE	(1) 1,520,000
L. H. J.	(2) 1,000,000
Harp. Bas.	(3) 800,000
Gd. Hkg.	(4) 750,000
W. H. C.	(5) 650,000
McCall's	(6) 450,000
Pic. Rev.	(7) 400,000
Delin.	(8) 350,000

1928

Rank	Lines
VOGUE	(1) 1,520,000
L. H. J.	(2) 1,000,000
Harp. Bas.	(3) 800,000
Gd. Hkg.	(4) 750,000
W. H. C.	(5) 650,000
McCall's	(6) 450,000
Delin.	(7) 400,000
Pic. Rev.	(8) 350,000

1929

Rank	Lines
VOGUE	(1) 1,520,000
Harp. Bas.	(2) 1,000,000
L. H. J.	(3) 1,000,000
Gd. Hkg.	(4) 750,000
W. H. C.	(5) 650,000
McCall's	(6) 450,000
Pic. Rev.	(7) 400,000
Delin.	(8) 350,000

1930

Rank	Lines
VOGUE	(1) 1,520,000
L. H. J.	(2) 1,000,000
Harp. Bas.	(3) 1,000,000
Gd. Hkg.	(4) 750,000
W. H. C.	(5) 650,000
McCall's	(6) 450,000
Pic. Rev.	(7) 400,000
Delin.	(8) 350,000

1931

Rank	Lines
VOGUE	(1) 900,000
L. H. J.	(2) 800,000
Harp. Bas.	(3) 750,000
Gd. Hkg.	(4) 600,000
W. H. C.	(5) 450,000
McCall's	(6) 350,000
Pic. Rev.	(7) 300,000
Delin.	(8) 250,000

1932

Rank	Lines
VOGUE	(1) 750,000
L. H. J.	(2) 550,000
Harp. Bas.	(3) 500,000
Gd. Hkg.	(4) 500,000
W. H. C.	(5) 400,000
McCall's	(6) 300,000
Pic. Rev.	(7) 250,000
Delin.	(8) 200,000

IT IS WITH DIFFIDENCE that I present the amazing figures opposite. Success is gratifying—and perilous. Twenty-four years of leadership in any activity leads many people to predict that some challenger will overthrow the leader. In normal times, Vogue's leadership has been taken for granted. But when the great business depression of 1929-33 reached its height, many a prophet said: "Vogue's great run of luck is finished; some magazine serving a class not interested in high-priced apparel, automobiles, furniture, jewelry, toilet goods, and travel, will lead the procession now." That remark was so human I could sympathize with it. But as prophecy, it was false. For Vogue has continued to lead the procession, straight through the depression, and even in the first six months of 1933—those six black months which have proved to be the darkness before dawn. Here is the record:

First Six Months, 1933

	Rank	Lines
VOGUE	(1)	285,151
L. H. J.	(2)	271,965
McCall's	(3)	257,095
Gd. Hkg.	(4)	246,755
W. H. C.	(5)	242,781
Harp. Baz.	(6)	236,946
Delin.	(7)	167,949
True Sty.	(8)	110,808

To those steadfast advertisers and agents who have given Vogue this overwhelming "vote of confidence" for twenty-five years, offer grateful thanks. It requires no special gift as a prophet to know that Vogue's leadership is assured. After every great depression in history, the first class to revive and to spend freely is the wealthiest class. The terrific purchasing power of Vogue's readers is unshackled again. It is yours to command.

Louise West

"You Sold Chemises, Not Flour!"

The Story of a Persistent Account Executive Who Pried Open the Door to a Long Closed Market for His Flour

By William T. Laing

Morris & Jones Inc.

ON the theory that a new broom sweeps clean, a large milling company discontinued an agency connection of long standing and canvassed the field anew in search of an advertising organization equipped to do an outstanding selling job on flour. The agency finally selected was one which had outlined attractive ideas on advertising as a means of inducing distributors to stock and push staple products.

At the first joint conference of executives to decide on plans and copy, the sales manager of the milling company kept out of the general discussions. This reticence noted, an agency account executive edged over to the sales manager as the meeting came to an end, and walked with him down the hall.

"You appear less enthusiastic than the others about your new undertaking," he ventured. "Why?"

The sales manager was frank.

"You talked about advertising making selling easier," he explained. "You put me on the spot, so to speak. If sales do not show the expected increase, the assumption is that my department's to blame, not the advertising. You make strong claims for your plans. You, of course, want to sell us the campaign, yet I must sell the flour, and the fact is that I have never known of advertising to be a nickel's worth of use in closing our tough prospects. I think of three of 'em right now. They're going to be just as tough to sell, new advertising or no advertising at all. There's a couple of big distributors, one at Indianapolis, the other at Terre Haute, who have Indiana sewed up. Neither of 'em has bought a barrel of our flour in ten months. The mining districts over in Pennsylvania—the Wyoming Valley—is another big market we've never been able to crack. Your advertising isn't going to

make the sledding any easier there, yet the Big Boss now expects me to stroll in and grab this trade."

The agency man was sympathetic, likewise co-operative and quick to turn an opening to his own advantage. Also he had unlimited faith in the use of advertising to open up new outlets. Here was an opportunity to tackle an extra-curricula job that might enhance his agency's standing in his client's estimation. "What do you say to this suggestion?" he asked. "Tell me more about these tough spots, let me try to sell them. If I can do so, the experience may interest your salesmen should any of them share your lack of confidence in advertising."

A Tough Spot in Pennsylvania

Ten days later, in the largest city in the Wyoming Valley, the account executive hunted up the office of the leading newspaper. Back in Indianapolis and Terre Haute the recalcitrant distributors had apparently needed no more of an incentive to buy than an inspirational chat with an out-of-town advertising authority on their own jobbing problems. Each stocked the line on the strength of a good-sized advertising campaign in newspapers of his own selection. Here in Pennsylvania a new problem loomed up. Flour buyers were not keen-minded business men alert to trade advantages, but proprietors of general stores, with local viewpoints, mostly foreigners who spoke English with difficulty, if at all. The newspaper was printed in Polish. Only in the business office was English spoken.

The agency man explained his mission to the publisher. "There's 20,000 lines of advertising for you," he said, "if you help me find out how to sell our flour in your market." The publisher was puzzled.

THE "DAILY HERALD" IS THE FIRST DAILY
NEWSPAPER TO REACH A CERTIFIED NET
SALE OF OVER 2,000,000.



During little more than three years the "Daily Herald" has gained nearly a million and three-quarters new readers.

The "Daily Herald"—the fastest-growing daily paper in the world—gives coverage over the whole of Britain.

The advertisement rate per 1,000 readers in the "Daily Herald" is the lowest of any national British newspaper, and almost every famous British advertiser has used or is using the "Daily Herald" for his advertising.

The "Daily Herald's" printing and production are recognised as the best of any popular British newspaper.

IF YOU ARE PLANNING

**TO ENTER THE PROSPEROUS, EASILY-ACCESSIBLE, BRITISH
MARKET—THE "DAILY HERALD" WILL FORM AN ESSENTIAL
PART OF YOUR ADVERTISING SCHEDULE**

Arthur Phillips, Advertisement Director, "Daily Herald," 67 Long Acre, London, W.C.2

The Tower Housewife

Is Younger

She's 25



• *The Metropolitan Life Insurance Company's findings on the general average of women of the U. S. gives 25½ as median age for the second child. Tower survey gives average of two children to Tower family. Starch Survey gives average Tower reader age as 25.*

• *Tower housewives purchased over 12,000 circulars in 1932 entitled "Food Men Like."*

• *Tower housewives have purchased over 80,000 food circulars giving information about recipes and menus.*

• *Tower young mother readers have purchased nearly 24,000 baby patterns.*

THAT'S her average age. The age when the average American woman is married and has her second child; when buying habits are flexible . . . not settled as in the housewife of some ten years older. Sell Tower's eager younger housewife and win new users for your product!

TOWER

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wife 51 New Advertisers in First Six Months of 1933

American Lace Paper Co.

Baby Touch Hair Remover Co.

Carter Medicine Co.
Carter's Little Liver Pills

Charis Corporation
Eastman Kodak Co.
Edros Natural Products Inc. (Edrolax)

Fashion Frocks Inc.
Furlager Mfg. Co. (Rejuvia Lip Stick)

General Foods Corp. (Baker's Chocolate) (Postum)

George Washington Hotel

Gerber Products Co.
Glembly Company Inc.
Griffin Mfg. Co. Inc. (Griffin Shoe Polish)

Hall & Ruckel Inc. (X-Cream)

Hawley & Jones
"Handy Hatter" hat cleaner

H. J. Heinz Company (Ketchup) (Spaghetti)

Hotel Governor Clinton

S. C. Johnson & Son Inc. (Glo-Coat) (Shi-Nup)

Kolynos Company

A. J. Krank Co.

Lashbrow Products Co.

Lehn & Fink Products Co. (Lysol)

Lincoln Hotel

Marion Lambert Inc. ("Dew" deodorant)

Metropolitan Life Ins. Co.

Mifflin Chemical Corp.
Model Brassiere Co. Inc.

Moon Glow Cosmetic Co. Ltd. (Nail Polish)

Musterole Company
Northeastern Laboratories

("Lady Lillian" nail polish)

(Publix corn remover)
Nut Products Co.

Pompeian Co.

Pond's Extract Co.

Quaker Oats Co.
(Aunt Jemima Pancake Flour)

Rainbow Chemical Products Inc. (Shoe Dyes)

John A. Salzer Seed Co.

Seeck & Kade Inc. ("Pertussin")

So-Lo Works
(Shoe Repair Material)

Spool Cotton Co.

E. R. Squibb & Sons
(Dental Cream)

(Shaving Cream)

Stahl's Outdoor Enterprise Co. Inc.

A. Stein & Co. ("Paris" Garters)

F. A. Stuart Co. ("Calcium Wafers")

Travel Guild Inc.

V. Vivaudou Inc.

Wyeth Chemical Co. ("Freezone" corn cure)

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F Tower Magazines had only this younger housewife
readership to offer advertisers, it would be worth an
investment, but in addition, it offers all these powerful
sales factors . . . 100% voluntary circulation . . . 100%
concentration in the 1,268 profitable volume markets . . .
ample family income, \$2,519 . . . lowest rate per thousand
of any woman's magazine over 1,000,000.

ERMAGAZINES • INC

• FIFTY-FIVE FIFTH AVENUE, NEW YORK, N. Y.

"I'd like to help you," he answered. "Twenty thousand lines are not to be picked up every day. I get no flour advertising now, because the C— people have the market cornered. No other flour sells. No use to advertise. In my editorial department, I've got a bright girl who speaks several languages. Suppose you make the rounds of the stores with her as interpreter. You may find there the key to the situation."

A canvass of the retailers disclosed that one brand not only dominated, but actually monopolized the local flour market. Storekeepers were resentful because the brand makers occasionally cut profit margins as their product became more firmly entrenched. One dealer's attitude was a duplicate of the next. They all tried in self defense to push other brands, only to find the flour standing on their floors unsold.

"Th' peoples no buy," was their composite reply.

In any one town, the situation was typical of the whole mining area. One condition was peculiar. For reasons of economy the mining belt should have bought flour in barrels. Instead, the trade used sack flour in huge quantities regardless of its higher cost.

Off on Another Angle

A few days later, the agency man was back where he started. "Let me have Miss S— again," he said to the publisher. "I want to talk to flour users next."

Boarding houses were canvassed, those which fed several hundred miners, first. The proprietresses, one after another, had the same evasive explanation why they preferred C— flour. It was good flour; they "wanted" it.

"Well, let's see them all," said the agency man to his interpreter. "We might as well go in here, too."

The place he designated was a rickety three-story dwelling with its porch steps bordering the street, its back against the mountain slope. The first floor was all dining room. A door at the rear opened into a lean-to kitchen where several wo-

men were doing their work.

As none of them came to see what their visitors wanted, the agency man said: "You step into this Polish Adamless Eden and do the talking. I'll stay and look over the Scranton newspaper."

On the Trail of the Secret

Occasionally he glanced up from his reading to watch through the open door the progress of the interview. One Polish woman, on being questioned, dried her hands on her apron, led her visitor to a stack of curtained shelves against the back wall, and took down one by one for inspection various feminine, white wearables. Exclamations of surprise and admiration, also much jabbering in Polish dialect came from the kitchen.

Several moments passed, then the newspaper woman returned. "We've learned the secret of C—'s monopoly of the miners' trade," she said. From flour sacks the women here make aprons for themselves, dresses for their girls, but mainly underthings for both of them. The printing washes out of C— sacks easily. Apparel made from them holds its shape and wears well. No other sacks do so. This woman tells me she's tried them all. She says, too, that the other women in the district know from long experience C— sacks are softest. The others contain coarse fibers that cause chafing. She says some of the other women might have explained this to me sooner if I hadn't brought a man along to listen in."

From this point, two weeks' activities, based mainly on telegraphic communications, are summed up in a paragraph and a last line. Flour was sacked in soft, near-dress material secured on special rush order from the cotton mills. The sacks were printed with a kind of ink that would wash out easily. New York concerns which furnish patterns for publishers of small-town media were asked to select from their sales sheets and to ship by express patterns of wearables most popular with readers of their publications. Sample garments were

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fashioned for window displays.

Advertising told not only of the superior qualities of the flour, but also of the super-superior, above-mentioned attributes of the sacks for pictured children's frocks and other feminine wear. Polish speaking salesmen canvassed miners' boarding houses and miners' homes for orders which were turned over to dealers as convincing tokens how the flour would sell. Women of the mining districts got not only better material, but patterns suggesting new ideas of what to make, and how to make it. They could see at their stores sample garments showing what the apparel looked like when made. Dealers were glad to switch to flour with larger profit margins. Newspaper publishers, pleased to end the embargo on revenue from flour advertising, helped the flour salesmen by contacting local dealers for counter and window displays. The first batch of orders that went to the Buffalo branch of the milling company called for 18,000 sacks of flour.

The C— company's former inexplicable stranglehold on the market was wiped out in thirty days. When the agency executive returned home, he called on his client's sales manager.

"Does advertising make selling easier?" he asked.

The reply:

"Well, you did a bang-up job in Indianapolis and Terre Haute, but over in the Wyoming Valley what did you sell? Why, chemises, of course, not flour!"

Death of Clarence U. Philley

Clarence U. Philley, head of the Philley Advertising Company, St. Joseph, Mo., and for three terms president of the Outdoor Advertising Association of America, died at St. Joseph, last week. He was sixty-seven years old. Identified early in his career with the theatrical business, Mr. Philley later entered the outdoor advertising business, taking active part in the organization activities of that industry. He was also interested in politics and was a delegate to the Republican convention that nominated Warren G. Harding. From 1922 to 1929 he also headed the police department of St. Joseph. He headed the Outdoor Advertising Association of America first in 1927, being re-elected twice to the office of president.



FOLLOW THE TRADESWING

A WISE general, coming against an impregnable point in the opposing line, does not waste effort thereon but turns to more vulnerable points of attack. Now, while trade is slack, turn your selling energy towards new markets. The way is through Punch, the paper that is firmly established throughout the English-speaking world, that has an unparalleled hold on the confidence of its readers, and that goes on pulling results, building prestige, through good times and bad. Definite facts and figures are available to prove the undiminished power of Punch. Letter after letter from advertisers acclaims its worth and its true economy. Let us put this evidence before you. Get into touch now with

PUNCH

The only high-class weekly in England publishing audited net sales.

Marion Jean Lyon, Advertisement Mgr., Punch
10, Bouverie Street, London, E. C. 4., Eng.

House Magazines

OSWALD ADVERTISING AGENCY, INC.
PHILADELPHIA, PA.

Editor of PRINTERS' INK:

A client of ours is trying to gather the names of house organs published by industrial concerns and manufacturers in the Eastern part of the country.

Do you have on file a list of such publications; or can you tell us where it might be available? Any information you are able to furnish will be greatly appreciated both by our client and ourselves.

OSWALD ADVERTISING AGENCY, INC.

THE CRAMER-KRASSELT CO.
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are interested in obtaining the latest list of house organs published in America and we are wondering if you can obtain such a list for us or let us know in what recent issues such lists have been published.

C. W. FAUDE,
Service Manager.

NUMEROUS requests for a list of general house magazines—exclusive of employee magazines—indicate a revived interest in this medium of advertising expression. So far as we know no complete list of house magazines is available. Those compilations that have been published are now several years old and are out of date.

The house magazine in normal times has a fairly high mortality rate and in a period such as the last four years it undoubtedly exceeded all previous "highs."

The reasons for the short life of house publications can best be summed up as the following: 1. There never was any real reason for the magazines. 2. They were not properly edited. 3. Circulation wastes causing high cost. 4. Lack of co-ordinated plan to back up the purpose of the magazine.

In order to meet current interest we have prepared a list of those house magazines we receive regularly. It is far from complete but

it gives the titles and publishers of publications which are published at this time.

Readers can co-operate by providing the names of house magazines not included in this compilation.—[Ed. PRINTERS' INK.]

"Accelerator, The," Boston Insurance Co. and the Old Colony Insurance Company, Boston, Mass.

"Addressograph Multigraph News," Addressograph-Multigraph Corp., Cleveland, Ohio.

"Aetna-izer, The," The Aetna Life Insurance Co. and Affiliated Companies, Hartford, Conn.

"Alemit High Pressure," Alemit Corp., Chicago, Ill.

"American Mutual Magazine," American Mutual Liability Insurance Company, Boston, Mass.

"American Outlook, The," The American Laundry Machinery Co., Cincinnati, Ohio.

"Ampinco Pete," Scoville Manufacturing Co., Waterville, Conn.

"Analyst, The," R. M. Grinstead & Co., Inc., New York, N. Y.

"Application," The Minnesota Mutual Life Insurance Co., St. Paul, Minn.

"Armstrong Trap Magazine, The," Armstrong Machine Works, Three Rivers, Mich.

"Autogiro News," Autogiro Co. of America, Willow Grove, Pa.

"Bakelite Review," Bakelite Corp., New York, N. Y.

"Basic Facts," The Printing Machinery Co., Cincinnati, Ohio.

"Bausch & Lomb Magazine," Bausch & Lomb Optical Co., Rochester, N. Y.

"Big News," Sinclair Refining Co., Inc., New York, N. Y.

"Brake Service Bulletin," Johns-Manville, Inc., New York, N. Y.

"Broadcaster, The," McQuay-Norris Mfg. Co., St. Louis, Mo.

"Bulletin, The," The Creamery Package Mfg. Co., Chicago, Ill.

"Burning Question, The," General Cigar Co., Inc., New York, N. Y.

"Candle, The," Giles Can Company, Chicago, Ill.

"Cannon Shots," Cannon Mills, Inc., New York, N. Y.

"Carnation News, The," Carnation Company, Oconomowoc, Wis.

"Cash Year, The," J. & J. Cash, Inc., South Norwalk, Conn.

"Celotex News, The," The Celotex Company, Chicago, Ill.

"Centralizer, The," The Central Manufacturers' Mutual Insurance Co., Van Wert, Ohio.

"Cheesekraft," Kraft-Phenix Cheese Corp., Chicago, Ill.

"Chevrolet Sales News," Chevrolet Motor Car Co., Detroit, Mich.

"Clement Comments," J. W. Clement Co., Buffalo, N. Y.

"Cleveland Trust Magazine, The," The Cleveland Trust Company, Cleveland, Ohio.

WE take pleasure in
announcing the election

of

MR. WILLIAM B. OKIE

as Vice President and
a Director of this
Corporation

J. M. MATHES

INCORPORATED

Advertising

122 East 42nd St., New York

- "Closure News," General Plastics Co., North Tonawanda, N. Y.
- "Clover Farm Bee, The," Clover Farm Stores Corp., Cleveland, Ohio.
- "Rex Cole News, The," Rex Cole, Inc., New York, N. Y.
- "Columbian Crew, The," Columbian Rope Co., Auburn, N. Y.
- "Comer's Successful Advertising," Russell C. Comer Advertising Co., Kansas City, Mo.
- "Commanday Commentor," Commanday Bros., Inc., New York, N. Y.
- "ConMuTopics," The Connecticut Mutual Life Insurance Co., Hartford, Conn.
- "Continental Agents' Record," Continental Casualty-Assurance Companies of Chicago, Chicago, Ill.
- "Co-yn-cidents," Coyne & Company, Inc., New York, N. Y.
- "Curtis Service," Curtis Companies, Clinton, Iowa.
- "Daval Dealer, The," Davol Rubber Company, Providence, R. I.
- "De Laval Monthly, The," The De Laval Separator Co., New York, N. Y.
- "Diamond Merchandiser, The," The Diamond Rubber Co., Inc., Akron, Ohio.
- "Dragon, The," The Fafnir Bearing Company, New Britain, Conn.
- "Du Pont Magazine, The," E. I. Du Pont de Nemours & Co., Inc., Wilmington, Del.
- "Durez Molder, The," General Plastics, Inc., North Tonawanda, N. Y.
- "Dutch Boy Painter-Carter Times, The," National Lead Company, New York, N. Y.
- "Electrolux Refrigerator News, The," Electrolux Refrigerator Sales, Inc., Evansville, Ind.
- "Exide Ironclad Topics," The Electric Storage Battery Co., Philadelphia, Pa.
- "Exide News," The Electric Storage Battery Co., Philadelphia, Pa.
- "Express Messenger," Railway Express Agency, New York, N. Y.
- "Fashions of the Hour," Marshall Field & Co., Chicago, Ill.
- "Firestone Dealer, The," Firestone Tire & Rubber Co., Akron, Ohio.
- "First National News," First National Stores, Boston, Mass.
- "Fisk Mileage," The Fisk Tire Co., Inc., Chicopee Falls, Mass.
- "Flame, The," Phoenix Metal Cap Co., Chicago, Ill.
- "Flaps and Facts," Curtis 1000 Inc., Hartford, Conn.
- "Ford News," Ford Motor Co., Detroit, Mich.
- "Four Seasons, The," Towson Nurseries, Inc., Towson, Md.
- "Franklin Crier," Franklin Printing Co., Philadelphia, Pa.
- "Fuller World, The," The Fuller Brush Co., Hartford, Conn.
- "General Motors Magazine," General Motors Corp., New York, N. Y.
- "Glass Lining, The," The Pfaunder Company, Rochester, N. Y.
- "Goodrich Silvertown News, The," The B. F. Goodrich Rubber Co., Akron, Ohio.
- "Goodyear News, The," The Goodyear Tire & Rubber Co., Inc., Akron, Ohio.
- "Grits and Grinds," Norton Company, Worcester, Mass.
- "Guardian Life Service, The," The Guardian Life Insurance Company of America, New York, N. Y.
- "Hartford Agent, The," Hartford Fire Insurance Co., Hartford, Conn.
- "Harvester World," International Harvester Company, Chicago, Ill.
- "Hell Box, The," The Rhodes Press, High Point, N. C.
- "Hercules Mixer, The," Hercules Powder Co., Wilmington, Del.
- "Hobartizer, The," The Hobart Manufacturing Co., Troy, Ohio.
- "Hollander, The," A. Hollander & Son, Inc., Newark, N. J.
- "Houghton Line, The," E. F. Houghton & Co., Philadelphia, Pa.
- "Ideas," Buckley, Dement & Co., Chicago, Ill.
- "Imp, The," The Botz Printing Co., Jefferson City, Mo.
- "Imperial Life-Guard," Imperial Life Assurance Co. of Canada, Toronto, Ont., Canada.
- "Industrial Bulletin," Arthur D. Little, Inc., Cambridge, Mass.
- "International Heater News," International Heater Co., Utica, N. Y.
- "Jaqua Way, The," The Jaqua Company, Grand Rapids, Mich.
- "Kablegram, The," Kable Brothers Company, Mt. Morris, Ill.
- "Kodak Salesman, The," Eastman Kodak Company, Rochester, N. Y.
- "Kroger Magazine, The," The Kroger Grocery & Baking Co., Cincinnati, Ohio.
- "Lamp, The," Standard Oil Co. of New Jersey, New York, N. Y.
- "Life Aetna-izer, The," Aetna Life Insurance Co., Hartford, Conn.
- "Line-up, The," Bear Manufacturing Co., Rock Island, Ill.
- "Linoleum Logic," Armstrong Cork Co., Lancaster, Pa.
- "Linotype News," Mergenthaler Linotype Co., Brooklyn, N. Y.
- "Lookout, The," The Lezius-Hiles Co., Cleveland, Ohio.
- "Magic Chef Magazine," American Stove Company, Cleveland, Ohio.
- "Maytag News, The," The Maytag Company, Newton, Iowa.
- "Merchants Service News," The International Shoe Co., St. Louis, Mo.
- "Mohawk Rug Retailer, The," Mohawk Carpet Mills, Amsterdam, N. Y.
- "N. C. R. News," National Cash Register Co., Dayton, Ohio.
- "National Agents' Record," National Casualty Co., Detroit, Mich.
- "Needle's Eye, The," Union Special Machine Co., Chicago, Ill.
- "Net Results," H. A. Hopf & Co., New York, N. Y.
- "News from Home," The Home Insurance Co., New York, N. Y.
- "News Wing," Eastern Air Transport Inc., Brooklyn, N. Y.
- "Nylc Review," New York Life Insurance Co., New York, N. Y.
- "Oak Leaf, The," The Oak Rubber Company, Ravenna, Ohio.
- "Office Economist, The," Art Metal Construction Co., Jamestown, N. Y.
- "Oil-Power," Standard Oil Co. of New York, Inc., New York, N. Y.

"On the Top," General Electric Co., East Cleveland, Ohio.

"Opportunity News," Greenfield Tap & Die Corp., Greenfield, Mass.

"Optimist, The," Campbell Soup Co., Camden, N. J.

"Orange Disc, The," Gulf Refining Co., Pittsburgh, Pa.

"Orange Discourse, The," Payne Coal Co., Inc., Wilkes-Barre, Pa.

"Pabco World, The," The Paraffine Companies, Inc., San Francisco, Calif.

"Parkergrams," The Parker Pen Co., Janesville, Wis.

"Parkerizer, The," Parker Rust-Proof Co., Detroit, Mich.

"Amos Parrish Magazine," Amos Parrish & Co., New York, N. Y.

"Patchwork," E. L. Patch Company, Boston, Mass.

"Pepperell News Sheet, The," The Pepperell Manufacturing Co., Boston, Mass.

"Perfect Circle Regulator," Perfect Circle Co., Hagerstown, Ind.

"Phoenix Mutual Field, The," Phoenix Mutual Life Insurance Co., Hartford, Conn.

"Pick-Up, The," United Parcel Service of America, New York, N. Y.

"Pittsburgh Plate Products," Pittsburgh Plate Glass Co., Pittsburgh, Pa.

"Plate Progress," Jahn & Ollier Engraving Co., Chicago, Ill.

"Points," Mutual Life Insurance Co., New York, N. Y.

"Policysales," Bankers National Life Insurance Co., Jersey City, N. J.

"Reading Puddle Ball, The," The Reading Iron Co., Philadelphia, Pa.

"Recorder, The," The Recorder Printing & Publishing Co., San Francisco, Calif.

"Red Barrel, The," The Coca-Cola Company, Atlanta, Ga.

"Reliance Bulletin," Reliance Life Insurance Co., Pittsburgh, Pa.

"Reminderramblings," Advertising Corp. of America, Easthampton, Mass.

"Rex Water Heater Salesman," The Cleveland Heater Co., Cleveland, Ohio.

"Romer's Thinker," Romer Advertising Service, Washington, D. C.

"Royal Standard, The," Royal Typewriter Co., Inc., New York, N. Y.

"Sales Bulletin, The," Eli Lilly & Company, Indianapolis, Ind.

"Schrader Town News," A. Schrader's Son, Inc., Brooklyn, N. Y.

"Simplified Refrigeration," Servel Sales, Inc., Evansville, Ind.

"Skelly News," Skelly Oil Co., Tulsa, Okla.

"Smith-Corona Dealer," L. C. Smith & Corona Typewriters, Inc., New York, N. Y.

"Sperryscope," Sperry Gyroscope Co., Brooklyn, N. Y.

"Spirella Magazine, The," The Spirella Co., Inc., Niagara Falls, N. Y.

"Squibb Message, The," E. R. Squibb & Sons, New York, N. Y.

"Studio Light," The Eastman Kodak Co., Rochester, N. Y.

"Sunshine News, The," Loose-Wiles Biscuit Co., Long Island City, N. Y.

"Taylor-Rochester," Taylor Instrument Companies, Rochester, N. Y.

Official NRA Seals



Style B

President Roosevelt says:

"Displaying **N R A** Seals on your merchandise, packages, letters, etc., means consumer recognition and good will."

Authorized Manufacturers.

EVER READY is authorized to manufacture and sell **NRA** Seals to those firms that have signed the President's agreement.

Either Style "A" or Style "B" as illustrated.

5,000 SEALS \$1.00
PER THOUSAND (Postpaid)
in Single thousand lots **\$1.50**
in official colors, printed like postage stamps, in rolls for rapid hand affixing or for use in stamp affixing machines.

WRITE, WIRE or PHONE
your order today



Style A

EVER READY LABEL CORP.

259-261 West 17th St., NEW YORK, N. Y.

Phone WAtkins 9-2111

Extension 3

The New Deal Looklike for the *Merchandisingly* Alert.

If the Deal just gets all the way 'round and the game really gets rolling, how can sound, honest advertising possibly lose out?

More city and farm families with incomes.

More income per family.

Better control of resale methods and prices.

More assurance of a fair profit.

Lots of competition, but honest fair-fight competition—less throat cutting and chiseling.

If these are not the things that will make advertising more resultful, more profitable, more widely used than in the past, what will? What more could be done to give

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advertising a real chance to "show its stuff"
for any worthy product?

And who will be the most aggressive users of advertising? PRINTERS' INK's *Merchandisingly Alert*—an audience attracted and held solely by an editorial content that keeps ahead of the parade, pointing the way along the path of modern merchandising and advertising practice. A path it actively helped to build through forty-five years of constant effort—from an editorial in its very first issue (July 15, 1888) on giving American workers more money to buy more of what they make.

Tell your story where there are more of America's *Merchandisingly Alert* gathered in one place, at lower cost because of less waste than anywhere else available—the advertising pages of PRINTERS' INK.

"Telechronicle," Warren Telechron Co., Ashland, Mass.

"Texaco Mission, The," The Texas Company, New York, N. Y.

"Texaco Star, The," The Texas Company, New York, N. Y.

"This Business of Selling," Olmsted-Hewitt, Inc., Minneapolis, Minn.

"Three Minutes," Times-Mirror Printing and Binding House, Los Angeles, Calif.

"Tile and Till," Eli Lilly & Co., Indianapolis, Ind.

"Timken Heat," The Timken Silent Automatic Co., Detroit, Mich.

"Tindeco Magazine, The," The Tin Decorating Co., Baltimore, Md.

"Tremco News, The," The Tremco Mfg. Co., Cleveland, Ohio.

"Typo," Typographic Service Co., Ltd., Los Angeles, Calif.

"Uneeda," National Biscuit Co., New York, N. Y.

"United American Heavy Stuff," United American Metals Corp., Brooklyn, N. Y.

"United Effort," United Engineering & Foundry Co., Pittsburgh, Pa.

"U. S. Piper, The," United States Pipe and Foundry Co., Burlington, N. J.

"Urgings," White Metal Mfg. Co., Hoboken, N. J.

"Value-First Messenger," Michaels, Stern & Co., Rochester, N. Y.

"Valve World," Crane Company, Chicago, Ill.

"Wedge, The," Batten, Barton, Durstine & Osborn, Inc., New York, N. Y.

"Weekly Turnstile, The," The Piggly Wiggly, Corp., Cincinnati, Ohio.

"Westvaco Inspirations," West Virginia Pulp & Paper Co., New York, N. Y.

"What Next?" Dennison Mfg. Co., Framingham, Mass.

"Wheel, The," Studebaker Corp. of America, South Bend, Ind.

Glad Rags for Sugar

THIS is the tale of a package which is its own premium, a premium which is its own package. The National Sugar Refining Co. of N. J. is responsible for this seeming merchandising paradox. For it has just put on the market a new 12½ pound bag of Jack Frost sugar—which is no bag at all. It's a towel!

Nor is this an ordinary towel. It is a special brand of kitchen toweling called Cannon. No advertising matter is printed on the towel to spoil it. It bears merely a plain, pasted-on label. When the contents have been removed, a towel, 14½ inches wide and thirty

inches long, is made simply by ripping the stitching.

If housewives are said to be enthusiastic about it, grocers are no less so. Sugar has always been an item on which profit has been sacrificed. There is no such thing as a standard retail price for sugar. Sugar has been a "loss leader" and a "football" in the fullest sense of the terms. Thus one of the outstanding advantages which may reasonably be expected of the new package is the stabilizing effect upon price. The dealer will not be so quick to forego his profit on such a fast-turning staple once it assumes the virtues of a specialty.

Appointed by "Household Magazine"

The *Household Magazine*, Topeka, Kans., has appointed Miss Zoranda Titus as director of The Household Searchlight, the magazine's national testing home. Miss Titus succeeds the late Harriet W. Allard, to whom she has been assistant as foods and home equipment specialist since 1927.

National Taxicab Elects Payne

Gabriel Payne, formerly Pacific Coast advertising manager of *Nation's Business*, has been elected president and director of the National Taxicab Advertising Company, sales company for advertising in Yellow Cabs in San Francisco and Los Angeles. He will direct sales activities in both cities.

Kier Joins Donnelley

William E. Kier, formerly president of the Kier Letter Company, Chicago, is now associated with the New York office of the direct-mail division of the Reuben H. Donnelley Corporation. Mr. Kier, in co-operation with H. F. Lewis, Eastern manager of the division, will re-organize and develop Donnelley service to automobile liability insurance companies.

Feldgoise to Indianapolis

Harry A. Feldgoise, assistant classified advertising manager of the *Pittsburgh Press*, has been appointed classified manager of the *Indianapolis Times*. He has been with the *Press* for the last two years under James McGovern, classified manager. O. H. Tarleton has been named assistant classified manager of the *Press*.



WE DO OUR PART

All NRA Publicity Material Available

We have been chosen by the Government to supply them with a large portion of the NRA Publicity material which you have seen displayed throughout the United States.

We were also instructed to produce additional quantities of posters, display cards, stickers and seals, etc., to be available for purchase to all who have signed the President's Blanket Code.

We now have large quantities of this material on hand ready for immediate shipment.

Phone or write for type of material wanted, or, upon request, we will mail you samples of the various designs available.

CONSOLIDATED

LITHOGRAPHING CORP.

1013 GRAND STREET
BROOKLYN, N. Y.
Phone PULaski 5-6700

WINDOW & COUNTER DISPLAYS • BOX WRAPS
LABELS • DECALCOMANIA



Phantom Car New Gas Symbol

A WINGED phantom car has been made the chief symbol of the new newspaper series for the Associated Oil Company's new Flying A gasoline. The car was designed by Fred Ludekens for use on posters in previous campaigns.

It is now the main illustrative element, and to gain added value, a photographic treatment is employed.

A model of the car was carved out of wood and painted white, and was photographed at the same time as the headline letters after much experimenting in lighting and perspective.

In reproduction for newspapers

extreme care was taken in the engraving. First a copper halftone was made with 85-line screen. This was then etched and staged and blown up to a 42-line screen, to obtain maximum dot depth. Whereas the highlight dots are generally but eight-thousandths of an inch deep, in this instance they were nine-and-one-half thousandths of an inch.

The seven-column advertisements containing this illustration were spectacular, but dignified. They expressed power and were distinctly modern. Simplicity was striking throughout, both in the art treatment and in the sales message.

Represents J. B. Savage Company

George H. Hobart, Jr., has been appointed sales representative for the J. B. Savage Company, Cleveland, sales promotional material. He has been on the sales staff of The Corday & Gross Company, Cleveland, for the last thirteen years.

Bauer with House of Eden

Byrne Bauer has been appointed advertising manager of the House of Eden, Inc., New York. He was formerly with the Proprietary Radio Service, New York, and at one time was vice-president of Harold D. Frazee & Company, Inc., also of New York.

Advances C. W. Knowles

C. Winfield Knowles, production manager for the last two years, has been appointed vice-president in charge of production of Forrest B. Makechnie, Inc., Boston, advertising and merchandising counsel.

New Account to Cramer-Tobias

The William Hollins Company, Ltd., Forestdale, R. I., and New York, Viyella fabrics and yarns, has appointed Cramer-Tobias Company, New York, to direct its advertising.

Death of Moss Penn

Moss Penn, national advertising manager of the Memphis, Tenn., *Press-Scimitar*, who formerly held a similar position with the Memphis *Commercial Appeal*, died in Memphis recently. He was at one time with the Little Rock, Ark., *Democrat*.

Appointed by "Cupid's Book"

Forest J. Johnston has been appointed in charge of sales promotion of the Kiessling Publishing Company, Oakland, Calif., publisher of "Cupid's Book" of recipes. E. W. Kiessling remains in charge of production.

Now We Break the Log Jam

(Continued from page 6)

up with, and supporting, every other step of selling effort in my entire plan?

5. How well have I arranged it so that I am certain every selling unit—from factory to consumer—is taking full current from each advertisement I buy? Have I made it easy for every person who sells my products—my own men, wholesalers and their men, retailers and their salespeople—to grasp, understand, and use every powerful sales point and appeal developed by our advertisements and check on the merchandising so that it focuses on the consumer?

In my opinion those five questions are something that every manufacturer who has signed a code in his industry or who has sent a letter to the President agreeing to the voluntary co-operation under the blanket agreement, should not only ask himself, but check, recheck and double-check.

Here is the Government bending every effort in the world to increase the base of effective demand so that more people can buy the merchandise which they want so badly.

There are, on the other hand, a great many manufacturers and retailers, some of them absolutely in sympathy and harmony with the present purpose of the Administration, others hanging back. In either case there is a log jam in the whole program if merchandise accumulation stands in the way of quick turnover. The next step after creating an increasing purchasing power, is the job of selling to the public the products out of which the profits are going to be made which will in turn enable manufacturers to pay decent wages.

There is no escaping this obvious conclusion:

The mere lighting up at night of a great many factories, while it may sound well in press clippings, while it may impress the citizens of a town, is going to be a harm

We Need Two Executives

We are a well established 4-A agency. We believe that now is the time to go—and to build solidly for the future.

In order to accomplish what we have in mind, we need two executives—right now. The men we want are between thirty and forty years old.

Sales Promotion

One of these executives will be responsible for sales and merchandising counsel, plans, ideas—and also will be expected to bring in new business.

Copy

The other will be responsible for sound copy based on facts derived from contact with the consumer and retailer.

As this is a comparatively small agency—properly financed—we believe that it presents an interesting opportunity to capable men, who are a bit disturbed about the possibility of doing an outstanding job where they now are.

Our staff knows of this advertisement. All communications will be treated as confidential. Please give full details in your first letter. Write to "H," Box 83, Printers' Ink.

rather than a help to lasting recovery if that new production is piling up merchandise at low rates in the hands of retailers who intend to sell it at a high rate later on.

Among the scores of advertisements which were written and placed in advertising space as a direct result of the Recovery Act, I saw one recently which impressed me a whole lot. It was a telegram sent to the President of the United States by the head of a small company in Trenton, N. J. This telegram became a large newspaper advertisement in a local paper.

Here is a man who raised the wages of two employees from 1929 to 1933 because he thought they deserved it, and didn't cut down his general payroll. His is a small business, but his adherence to the new code will require that he add eight to twelve men to do the same work. He wants to maintain the present wage which means that his old men will receive from 65 to 70 cents per hour for their labor.

Taking a rate of 60 cents and a five-day week and adding only ten men instead of from eight to twelve, means that this little company will spend \$180 more a week on its payroll from now on. Multiply this by 5,000 small employers and we have \$900,000 a week. Multiply that by fifty weeks and we have a very considerable sum going back into channels of retail trade, adding to the sales of other companies. Then take a look at the last paragraph of that telegram:

"We hope," said the head of the company, "that this will be received favorably by the people of Trenton, for our men with their united effort must be supported, for us to maintain this project over a prolonged period."

Here is a telegram which seems to me to sum up the whole spirit of the present call to new adventure, and at the same time to bring added importance to the five questions manufacturers should ask themselves now. How are the people of Trenton, how are the people of any other city or town in the United States going to know

about the products which are made under the sign of the Blue Eagle unless the manufacturer of those products tells the people about them, urges them to buy from retail stores, and carries his merchandising right into the homes of other people whose purchasing power also has been increased by the voluntary agreement of their employers?

Here is a virtuous circle which is going to work to bring us all out of the troubles we have been in, if the spirit back of a manufacturer's acceptance of the N R A plan is honest and open. Advertisers appreciate that smaller future profits spread among more people will make greater profits over a ten-year period. They will remake their merchandising plans so that they carry goods not to the wholesalers, not to the retailers, but into the home of the final consumer—who made a better prospect through a better division of the national income.

The sooner that a consumer-conscious, completely followed through merchandising plan is superimposed upon honest adherence to the provisions of the National Recovery Act—a plan which fully reckons with products, up to the minute market conditions, facts, salesmen, merchant and consumers—the better for that business, the better for all business and the better for the United States. For the lag between production and payrolls might have meant a new and early collapse had not the blanket agreement been immediately rushed into effect, a procedure backed largely by big business men who knew that they couldn't do the job themselves if the gyps in their industry wouldn't play ball.

Moreover and just as important, there will be a lag between goods produced and goods purchased, unless, added to the raise in wages and the shortening of hours, there comes a far better merchandising sense than has been shown recently by many a man who should know better.

This is no time to put goods on retailers' shelves or in the whole-

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salers' warehouses and consider that a job has been done. This is the time to move merchandise through all the channels of distribution into the homes of the people whose wages are now being raised. Any turning back from such a thorough overhauling of a merchandising policy, any foolish joy at seeing factories lighted up at night in order to get goods part way to the consumer, is going to be a distressingly bad thing for the country.

The manufacturer, therefore, who puts his name and trade-mark on a product, overhauls his merchandising plan and then uses adequate advertising to move his product all the way to the only place it makes a profit, is doing the best possible job to make the N R A the success it must be made. Such a manufacturer, who is almost without exception an advertiser, is now given a tremendous advantage over the gyp and the chiseler, the maker of unbranded merchandise whose low price was taken out of the health and economic welfare of his workers.

The national advertiser has it in his power to break the log jam which now threatens. And it positively must be broken soon.

His is the opportunity and the responsibility to merchandise and advertise his product—trade-marked, made under sound sociological conditions—all the way into the home of the consumer, suddenly made conscious of the absolute national necessity for the manufacture and the purchase only of articles which pay a profit to both capital and labor.

The Same to You, Mr. Peabody

THE BORDEN COMPANY
NEW YORK

Editor of PRINTERS' INK:

I hope you will overlook my tardiness in sending along my congratulations to PRINTERS' INK on its forty-fifth anniversary.

It is a rare accomplishment for a publication to maintain its position in an industry over such a long period as this.

May PRINTERS' INK continue to flourish along with advertising!

STUART PEABODY.

ATTENTION! MR. EMPLOYER

Would you like to interview a thoroughly trained executive—in his early thirties—whose ideas and work have won for him a national award for producing powerful

ADVERTISING AND....SALES PROMOTION....

He is now employed by a prominent manufacturer, but wants a

NEW DEAL AT MODERATE SALARY

"G," Box 82, Printers' Ink

If it's a man you're wanting—

Time and again PRINTERS' INK has served manufacturers, advertising agencies, publishers and others in locating the right man. It requires only a small investment to get in touch with really worth-while men.

An advertisement in PRINTERS' INK, stating clearly the essential qualifications required in the man you seek, with an outline of the possibilities in the position for the right one, will bring a surprising class of responses.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-6500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GUY COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCINNIS, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, AUGUST 10, 1933



Many a "practical" hard-headed business man sitting at luncheon these days is much puzzled, a little resentful. The trade-mark of the NRA which the practical boys have dubbed "the blue hawk" seems to bother him as a sign and symbol of the times.

"Business was getting better from natural causes anyway; why do we have to fuss with stickers, Liberty Loan methods and a lot of noise now?" is the way his conversation shapes itself.

Yet he is the same man who, a few years ago in his trade association, cried aloud to the Government to give him power to keep the chiseler, the price-cutter and the fly-by-night from hurting his own legitimate profits.

He is out of touch with the growing belief that the forces

which produce unemployment and employment at starvation wages are not ordained of God and are not utterly beyond human control.

The intensely practical man who takes pride in his hard-headedness assumes unwarrantedly that the orthodox methods were about to win out. Orthodox methods were tried and failed dismally. Someone has said that the man who is always orthodox is in that unfortunate position where he can neither eliminate an old idea nor assimilate a new one. The tendency to do something is abroad in the land and the blue hawk is a symbol of it.

John Galsworthy, in *Candelabra*, tells how in the year 1401 the Dean of Seville solemnly resolved: "Let us build a church so great that those who come after us may think us mad to have attempted it." This church which took 150 years to build stands today as a monument to men who had a dream.

The blue hawk may be a symbol of the fact that America once more looks ahead, once more has a dream of a better life for all its people.

The propaganda being carried on in order that the dream may come true is rather noisy—just a bit blatant, perhaps. But this is the American way. If it is somewhat distasteful to those who dislike flag-waving and national emotionalism, just let them remember how infinitely better it is than the repressive methods that would have been put into effect in other countries.

Mr. Stalin is trying out a recovery program in Russia. Instead of leading the mob, however, he is driving it. The firing squad, secret killings, exile—these are a few of his weapons.

Even in enlightened Germany, with all its brain power, Mr. Hitler is going so far as to stamp upon religion to carry his ends.

Mussolini would never think of carrying out an economic revolu-

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tion under a peaceful symbol such as the blue hawk. He would tell business men what to do and if they did not do it they would soon find themselves in a pretty mess.

PRINTERS' INK can readily understand why the "practical" business man with his prenatal faith in natural economic law should writhe a little under all this band playing and banner flying. He cannot be blamed for his dislike of loose talking and muddle-headed thinking that are encountered here and there as the campaign progresses.

But, we repeat, this is typically American and infinitely better than other methods which he would dislike still more.

Therefore, as the spirit of adventure once more grips America, it is the duty and privilege of the business man to do his best to make the dream a reality and not to be unduly critical of the methods used.

A Break for the Cheerful

It seems a pity to disturb the enjoyment certain people are getting out of thinking, or at least saying, that advertising is slipping backward on about the same ratio as did the frog when it tried to climb out of the well.

But it must be done. The rest of us are entitled to a break once in a while.

In twenty leading magazines during this month of August, 1933, the total advertising lineage is 409,305.

These same magazines have had much more advertising in times past, could stand more now and hope to get more—which they doubtless will.

But in August, 1932, their total lineage was 328,350—a difference of 80,955 lines on the black ink side and a positive indication of recovery.

Thus those who thrive on gloom

will have to turn their attention elsewhere. They might, for example, worry about repeal of the Eighteenth Amendment. Only twenty States thus far have registered an official thumbs down on the noble experiment and sixteen more must fall into line. This is quite a large number and just think what Bishop Cannon and Clarence Wilson might do to block proceedings!

Meanwhile, agencies, publishers and everybody else interested in advertising will experience unimpeded satisfaction from the thought that things are looking decidedly better.

An increase of 80,955 lines in twenty magazines is not at all bad under the circumstances.

More Chiseling

Hovering around in the background of business today is a small group of non-advertisers who are doing everything in their power to have the cost of advertising included in the cost of the product, regardless of special conditions.

They realize that if they can perpetrate this provision under the Recovery Act they will do much to stifle competition from new products until they have had an opportunity themselves to bring out imitations.

With most established products the actual cost of advertising, when divided among the units sold, is so infinitesimally small that there is nothing left to argue about. However, everybody knows that during the introductory period advertising costs on an item are likely to run high, although they are essential to any well-planned promotion program. And this, of course, gives the chiselers their chance.

PRINTERS' INK believes that it is the duty of advertisers to fight this none too subtle effort to shackle advertising. The Administration at Washington is not sympathetic with the chiselers who see

in the Recovery Act a chance to get even with competition.

General Johnson and his merry men should therefore be told who these chisellers are. Names should be mentioned and facts related.

We Try a Test

One of the interesting phenomena of journalism is an editorial in which the moral back-fires. For example: At the Chicago convention of the American Institute of Banking, the institute's educational director, Dr. Harold Stonier, told the budding bankers how the banks in an American city of 65,000 tested a cross-section of the city's business men to determine how much said business men really knew about banking.

In a questionnaire, the researching bankers asked these five questions: 1. In what way is a State bank different from a national bank? 2. What is the difference between a bank and a building and loan association? 3. What are uncollected funds? 4. What is a certificate of deposit? 5. What is bank float?

Many of the answers were pretty funny. One in particular that tickled the instituters was this: "Bank float is a mythical something that keeps banks from sinking, but does not."

Now, of course, this editorial could rush straight to the obvious conclusion that the cause of the public's ignorance about banking is the bankers' inertia in advertising.

Missionaries of advertising are prone to complain that banks don't advertise as copiously as they ought because (1) bankers don't know enough about advertising and (2) they don't want to learn. They refuse to be sold.

So what?

No doubt, we'll launch an argument. But, starting with the axiom that a salesman ought to know a great deal about the prospect's

business, we offer the thought, not as a copper-riveted conclusion, but as a hopefully bright-eyed suggestion, that advertising hasn't been sold to the bankers' fraternity adequately because advertising men—and especially those advertising missionaries who are so righteously indignant about banking conservatism—don't know enough about banking.

Are we right? Let's try a test. You, Mr. Reader, without looking it up and without asking a banker—what is bank float?

Real Labor Co-operation

When we published the editorial "A Word to Labor" last week we naturally had no way of knowing that the President would echo the message the following Saturday, mentioning as we did the spirit of the late Samuel Gompers.

Since then much encouraging news on labor's better spirit has been received.

Perhaps the "new high" in this co-operation was reached when the International Tobacco Workers Union, Local No. 59, proposed that it might raise a fund to be used for advertising by the Penn Tobacco Company which employs its members.

The proposal was made in a letter to John H. Uhle, president of the company, sent by Charles Watkins, union president.

Surprised as well as gratified, Mr. Uhle, who signed the NRA code for his Wilkes-Barre plant last week, thus becomes one of the first if not the first employer to have an advertising fund offered by workers.

Every worker who is employed by a maker of branded, advertised merchandise from this point on has a far better assurance of continuity in employment than those working for the maker of an unbranded item.

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NATIONAL WEEKLIES (5 July Issues)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-July
Saturday Evening Post	156	105,288	94,690	a164,631	a224,961	782,536
Time	144	61,356	a32,047	a44,894	a62,971	405,610
Collier's	82	56,249	47,498	a63,943	a75,118	381,275
New Yorker	101	43,422	36,683	a48,464	a59,008	407,376
American Weekly	21	40,473	66,584	a73,931	a58,973	379,004
Literary Digest	42	19,304	20,045	a25,119	a42,681	183,552
Liberty	40	17,198	20,937	a21,661	a28,851	132,324
Business Week	37	15,910	a15,308	37,301	28,547	105,961
News-Week	27	11,588				44,610
The Nation	11	a4,617	a5,900	9,150	9,000	44,780
New Republic	8	a3,326	a3,022	4,917	4,250	39,100
		378,731	342,714	494,011	594,360	2,906,128

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TIME

The Weekly Newsmagazine

MORE THAN EVER, A SELLING MAGAZINE

Still at the Top



Fortune

with a 70% Gain
over August 1932



The five leaders in pages among ALL monthly magazines are:

	<i>Pages</i> <i>August 1933</i>	<i>Pages</i> <i>August 1932</i>
Good Housekeeping - - - - -	53	64
Vogue (2 issues) - - - - -	43	45
FORTUNE - - - - -	42	25
McCall's - - - - -	41	41
Cosmopolitan - - - - -	41	44

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Four-Year Record of August Advertising

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Aug.
Fortune	42	26,804	15,800	33,654	32,311	218,051
Town & Country (2 is.)	37	24,809	18,368	34,570	46,984	192,327
Cosmopolitan	41	17,443	18,960	23,182	32,583	167,873
Yachting	40	16,988	15,444	24,238	38,309	155,897
Motor Boating	36	15,718	21,978	43,416	51,514	172,642
The Chicagoan	21	14,112	7,112	12,038	15,853	137,558
American Magazine	32	13,938	14,687	23,178	28,071	137,600
The Spur	31	13,909	15,289	23,117	254,338	132,032
Motion Picture	30	13,153	11,041	13,020	16,667	98,896
Movie Classic	30	12,896	10,885	10,188	11,840	96,157
Country Life	18	12,110	120,160	31,069	47,338	108,498
Redbook	27	11,584	12,735	16,312	18,222	103,001
Nation's Business	26	11,209	9,861	22,209	31,283	98,696
Polo	15	10,080	10,332	12,768	11,256	74,790
Shadoplay	23	9,672				33,447
House & Garden	15	9,513	12,028	28,407	43,315	124,337
N. Y. Met. Edition	19	12,071	15,073			157,367
Better Homes & Gardens	20	9,019	7,825	12,634	13,098	102,426
Forbes (2 July is.)	20	8,811	6,091	14,367	24,377	161,151
Popular Mechanics	39	8,624	10,332	15,904	21,280	92,064
Vanity Fair	13	8,371	9,365	19,494	26,391	104,107
N. Y. Met. Edition	15	9,398				119,938
The Sportsman	12	18,274	8,630	19,602	34,128	76,683
American Golfer	12	7,791	7,705	13,687	19,521	60,652
Christian Herald	11	7,407	7,003	8,780	12,987	78,062
American Rifleman	17	7,335	6,850	6,767	6,844	52,067
Screenland	17	7,263	4,003	8,968	10,673	62,928
Field & Stream	16	6,751	7,293	10,489	16,016	76,138
Silver Screen	16	6,697	5,093	8,506		55,856
Popular Science Monthly	16	6,650	4,659	9,607	12,749	67,440
Sports Afield	15	6,320	6,506	d		56,384
Physical Culture	15	6,309	10,264	12,139	11,419	67,445
Harpers Magazine	28	6,244	8,652	10,556	14,476	64,876
Extension Magazine	9	6,038	5,640	8,062	3,996	67,398
Boys' Life	8	5,696	7,230	10,440	8,770	60,929
Life	13	5,528	5,801	10,573	13,239	48,664
Outdoor Life	13	5,458	5,152	7,069	9,850	51,456
Psychology	12	5,091	6,375	9,895	5,763	35,481
Real Detective	12	5,090	4,568	6,292	7,074	44,287
American Legion Monthly	12	5,083	5,644	5,018	5,680	35,239
Sunset	12	5,010	5,674	5,262	5,194	51,076
Screen Romances	12	5,005	5,148	5,720	5,577	40,095
Mag. Wall St. (2 July is.)	12	4,947	3,791	5,294	14,380	134,954
Open Road for Boys	12	4,878	d	5,286	5,832	38,391
National Sportsman	11	4,844	3,529	4,199	3,651	48,427
House Beautiful	7	4,584	6,669	12,063	20,224	57,981
New Eng. Edition	15	9,324				103,090
N. Y. Met. Edition	10	6,253				48,079
Judge (July)	11	4,507	4,576	12,165	10,672	31,477
Uni. Model Airplane News	10	4,404	3,935	3,470	4,516	35,664
Picture Play	10	4,339	4,433	6,721	7,150	35,420
Modern Living	10	4,286	4,819	7,021		38,617
B'dway & Hollywood Movies	10	4,214	3,475	d	d	29,749
Film Fun	10	4,178	4,576	5,206	7,203	33,836
Radio News	9	4,038	4,612	6,235	8,091	44,267
Elks Magazine	9	4,004	2,866	6,444	6,840	35,865
Rev. of Rev. & World's Work	9	3,865	7,108	10,712	12,513	48,902
College Humor	8	3,644	5,746	4,794	6,565	31,366
American Home	6	3,582	5,969	7,801	15,708	43,338
N. Y. Met. Edition	9	5,980	6,146			59,107
Scientific American	8	3,504	3,003	2,961	4,865	22,873
Home & Field	5	3,475	4,146	8,344	9,270	71,210
Hunting & Fishing	8	3,462	3,994	5,145	5,914	40,303
Dream World	8	3,308	5,540	5,087	8,840	45,171
Arts & Decoration	5	3,276	7,602	21,000	41,412	42,239
Scribner's	7	3,023	4,410	2,808	6,080	39,615
American Boy	4	2,966	4,080	9,443	10,347	49,465
St. Nicholas	6	2,739	1,368	1,477	2,484	22,621
Travel	4	2,686	4,526	4,768	5,176	51,600
True Experiences	6	2,529	d	4,489	9,092	36,230
Forum	6	2,458	3,146	3,890	7,733	36,331
Atlantic Monthly	11	2,400	4,425	4,958	9,245	43,001
The Lion	6	2,317	2,629	2,640	2,707	18,930
Golden Book	10	2,212	2,107	4,347	8,357	21,336
American Forests	5	2,142	1,960	2,684	2,982	23,100
American Mercury	8	1,850	2,011	1,884	3,641	19,147

(Continued on next page)

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Aug.
Rotarian	4	1,610	2,539	2,507	2,888	21,303
True Detective Mysteries ..	4	1,541	2,069	8,434	13,273	17,561
Nature Magazine	3	1,345	1,970	2,782	1,773	22,109
Street & Smith's Big 7 Group	6	1,344	1,904	3,640	2,688	13,832
Munsey Combination	5	1,188	1,792	2,744	2,464	13,738
Current History	4	882	1,783	1,323	1,673	19,914
Street & Smith Comb.	4	840	1,064	1,120	1,232	8,232
Blue Book	2	g515	926	1,486	848	5,554
		528,919	523,692	817,275	1,066,408	5,033,076

a Two Is. b Aug. & Sept. issues combined. c Five Is. d No Is. e Four Issues
f Four July Is. g Smaller Page Size. h Jan.-July, 1933 lineage. i Larger Page Size.

WOMEN'S MAGAZINES

	1933 Pages	1933 Lines	1932 Lines	1931 Lines	1930 Lines	1933 Jan.-Aug.
McCall's	41	27,829	28,106	28,052	33,741	316,887
Vogue (2 is.)	43	26,816	28,625	48,435	64,237	340,873
Woman's Home Companion. 38	25,971	26,326	39,035	40,948	297,566	
Ladies' Home Journal	37	24,885	25,714	41,802	46,371	328,995
Good Housekeeping	53	22,829	27,429	34,849	41,549	299,422
Harper's Bazaar	31	20,689	21,770	41,527	44,472	279,504
Delineator	24	16,167	17,237	21,761	25,525	203,792
True Story	29	12,275	17,340	24,732	24,588	138,313
Pictorial Review	17	11,597	12,205	25,113	28,402	122,726
Photoplay	25	10,547	11,112	18,302	21,202	105,485
Tower Magazines	20	8,482	8,825	9,367	9,393	101,225
Modern Magazines	20	8,401	6,958	7,644		74,139
Parents' Magazine	19	8,021	6,954	8,692	8,747	85,376
Household Magazine	10	6,636	8,031	7,700	10,582	81,281
Farmer's Wife	8	5,328	7,762	8,160	10,669	72,317
Screen Book	12	5,192	6,238	6,086		42,493
Holland's	7	5,178	10,421	11,885	13,483	63,077
Screen Play	11	4,774	6,303	9,130		42,398
Hollywood	11	4,451	5,836	4,133		34,673
Needlecraft	6	3,777	3,910	3,296	5,552	33,251
True Romances	8	3,633	6,451	8,011	12,525	44,869
True Confessions	7	3,132	6,210	8,306	7,722	45,184

(Continued on opposite page)

<i>the</i>	P	A	R
Reaching the market of greatest buying expectancy	Read only by mothers of growing children	Who buy for themselves their husbands their children their homes	whose brand- buying habits formed now last a life-time
M	A	G	A

300,000 Mothers

(Continued from opposite page)

Junior Home Magazine	7	a3,031	b	b	c7,034	22,298
Child Life	6	2,602	2,094	2,716	3,558	28,049
Messenger of Sacred Heart	10	2,226	2,655	3,248	3,305	16,098
Woman's World	3	2,211	5,827	7,138	9,099	46,586

276,680 310,339 429,120 472,704 3,266,877

a Smaller Page Size. b No Is. c July & Aug. issues combined.

NATIONAL WEEKLIES (5 July Issues)

	1933	1933	1932	1931	1930	1933
	Pages	Lines	Lines	Lines	Lines	Jan.-July
Saturday Evening Post	156	105,288	94,690	a164,631	a224,961	782,536
Time	144	61,356	a32,047	a44,894	a62,971	405,610
Collier's	82	56,249	47,498	a63,943	a75,118	381,275
New Yorker	101	43,422	36,683	a48,464	a59,008	407,376
American Weekly	21	40,473	66,584	a73,931	a58,973	379,004
Literary Digest	42	19,304	20,045	a25,119	a42,681	183,552
Liberty	40	17,198	20,937	a21,661	a28,851	132,324
Business Week	37	15,910	a15,308	37,301	28,547	105,961
News-Week	27	11,588				44,610
The Nation	11	a4,617	a5,900	9,150	9,000	44,780
New Republic	8	a3,326	a3,022	4,917	4,250	39,100

a Four Is.

378,731 342,714 494,011 594,360 2,906,128

CANADIAN (July Issues)

	1933	1933	1932	1931	1930	1933
	Pages	Lines	Lines	Lines	Lines	Jan.-July
Maclean's (2 is.)	34	23,366	30,395	32,202	35,507	212,615
Mayfair	31	19,631	22,802	33,741	35,405	144,460
Liberty (5 is.)	39	16,978				125,226
Canadian Home Journal	24	16,619	25,287	26,507	25,195	168,735
National Home Monthly	19	13,508	16,716	13,529	21,061	114,874
Can. Homes & Gardens	19	a12,953	11,636	24,985	32,623	102,522
The Chatelaine	16	11,241	17,340	15,799	12,856	129,824
The Canadian Magazine	14	9,604	11,826	9,252	8,487	95,141
Canadian Business (Aug.)	16	6,679	9,918	7,770	6,040	b61,235

130,579 145,920 163,785 177,174 1,154,632

a Larger Page Size. b Jan.-Aug., 1933 linage.

Grand Totals 1,314,909 1,322,665 1,904,191 2,310,646 12,360,713

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S'

Only woman's
magazine with
100% Housewife
Circulation

100%
Parent
Circulation

A magazine
growing rapidly
in circulation
and power

and showing
substantial gains
all through the
depression

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E

300,000 Families

The Little Schoolmaster's Classroom

FROM time to time American advertising critics have complained that so little automotive advertising makes a bid for inquiries. These critics should, therefore, be highly pleased with a full-page Ford advertisement which recently appeared in an English publication.

There was nothing in it about speed, comfort, durability, getaway and all the other favorite sales points that our automotive advertisers are so fond of emphasizing.

At the top was the heading, "Enduring Charm," and below a picture of a sylvan English stream. Beneath this was a silhouetted illustration of part of a Ford radiator and then the copy—all of it, yes, all of it—was this:

"A postcard will secure for you a copy of the V-H Catalog, describing and illustrating a remarkable motor car."

Owing to the well-known taciturnity of the Ford Company the Schoolmaster is unable to learn if this is an experiment and is likely to be tried out in this country if it is successful in England. Certainly it is far different from the present American Ford campaign with its long letters from Henry Ford himself.

* * *

Several advertising agencies, while a code is in abeyance, have done things on their own hook which are interesting.

Take Paul Cornell, for example. In his own organization he first raised the wages of everyone under a certain sum and then added an idea which, if it were generally followed, would have helped a great deal to pick up that lag between production and purchasing power which is so worrying the Administration. Mr. Cornell lent employees

ENDURING CHARM



THE FORD MOTOR COMPANY LIMITED
DUBLIN, IRELAND. J. A. DUBLIN, 10, MARK LANE, LONDON, E.C.

one week's salary in advance so that they could go out and buy needed merchandise at today's prices. The amount of needed trademarked articles which these people bought surprised this agency head and would make a tremendous dent on piled-up inventories, if it were generally followed.

Benton & Bowles, also far in advance of the blanket code, put up a schedule of minimum wages and maximum hours for their employees. This schedule calls for a maximum working week of 38½ hours, a five-day week of 7¾ hours each day, and a minimum wage of \$15 a week.

As Mr. Benton said in a memorandum to his staff, "Any definite hour limitation is extremely hard to apply in a business such as ours, but we intend to do our very best to adhere closely to the suggestions of the Administration. All of those who have been in the agency business for any period of time realize how impossible it is completely to

Aug.

eliminating effort help n as we "He cut do possib for it off. T some staff 40 ho few n excee As along agenc sent i signif new c power Adv much Unite by th code. broad mand can a tising

The across a har

TOR MON WIN LON

eliminate overtime, but in a sincere effort to do so, we are adding some help now and will add other people as we find they are needed.

"However, it is our objective to cut down on overtime as much as possible, and to try to compensate for it where practicable by time off. Thus, although there will be some weeks in which our clerical staff cannot complete its work in 40 hours, I hope there will be very few months when the average will exceed that figure."

As soon as the blanket code came along these and scores of other agencies signed it immediately and sent it back to the President to signify their partnership in this new drive to bring up purchasing power to where it belongs.

Advertising agencies perhaps as much as any other industry in the United States will profit eventually by the provisions of the blanket code. It opens up a vista of a far broadened base of effective demand to which the agency men can address their changed advertising appeals!

* * *

The Schoolmaster has just come across an incident which concerns a hardware dealer who bought two

dozen cans of a new household paint. After exploiting the merits of this paint, the salesman told the dealer that women were buying it everywhere because the advertising campaign had taken hold. While inclined to believe the salesman too enthusiastic, the dealer said nothing.

Lo and behold! The day after the paint arrived a strange customer entered the store and specified —'s Enamel. She said she wanted this particular kind of paint because she had heard how good it was. The next day another strange woman came in and the same act was repeated. It occurred the day after; and the day after that, for six days.

In telling the story to the Schoolmaster the dealer, concluded with a twinkle in his eye, "That was a month ago. I haven't sold a can since and I never expect to set my peepers on those women again.

"Fortunately I didn't reorder. It seemed too much of a coincidence that there should be a sudden demand for any brand of paint, particularly where no demand had existed before. Of course, after the obvious trick that the salesman attempted to play on me, I wouldn't

WANTED

Director of Public Relations

A large corporation employing 15,000 people and doing a world-wide business needs man of experience. This man must be able to write simply and forcefully. He must know when to write and what to say. He must sense situations. His personality must be pleasing and he must be able to cooperate. Salary commensurate with this important position. Write box J-84 and give full particulars of experience and background.

TORONTO
MONTREAL
WINNIPEG
LONDON, ENGLAND

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Booklet Prices

Printed on 60-lb. M. F. Book Paper

	5M	10M	25M
Black Ink			
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " ".....	71.00	127.00	210.00
32 " ".....	136.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

MAIL ORDER LISTS

ALL
TYPES

Over 26,000,000 names, active mail buyers, inquirers, your rental use. Low cost. Excellent RESULTS!

Describe
YOUR
problem.

D-R SPECIAL LIST BUREAU

Dept. P-1

80 Broad Street, Boston, Mass.

OPPORTUNITY

SALESMEN WANTED TO represent this large national printing, commercial calendar and office supply house. We manufacture by all processes everything applying ink to paper—all general printing. Men needed are those with cars—experience preferable but not essential—those willing to make a small goodwill deposit on samples, which is returnable. Only the better type, capable men will answer this ad, for they will ask their banker or any concern's purchasing agent about us. No collecting is done by our representatives. References desired with application.

FORT WAYNE PRINTING CO.
FORT WAYNE, INDIANA

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding ten or more copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

stock his paint if he was willing to pay me to do so."

* * *

The Estate Stove Company recently issued an unusual mailing piece. On the address side in black against a red background was this paragraph: "What Lebanon Hardware Co., of Lebanon, Pa., wrote to Flanigan Hardware Co., of Crawfordsville, Ind., about their experience with the Estate Heatrola—confidential correspondence on a subject of timely importance, now released with the permission of the writers."

When the folder, which was printed on heavy stock, was opened, inside was a tipped-in facsimile of the letter from the Lebanon Hardware Company. This letter told of the company's experiences selling a solid carload of Estate Heatrolas and urged the Flanigan Hardware Company to take advantage of the opportunity to acquire the agency.

The Schoolmaster likes the idea of the combination heavy mailing piece with the tipped-in letter. Each one acts as a nice complement to the other and each one is made doubly effective.

Furthermore, here is an excellent capitalization of the testimonial idea. Nothing carries quite so much weight with a retailer as favorable sales experiences of other retailers.

New Addresses

J. C. Menkin, 11 West 42nd Street, New York.

H. W. Kastor & Sons Company, Inc., New York office, after September 1, 30 Rockefeller Plaza.

The Spencer Young Company, sales representatives, 280 Madison Avenue, New York.

M. E. Harlan Agency, 525 Market Street, San Francisco.

Kiessling Publishing Company, publisher, "Cupid's Book," 1121 Washington Street, Oakland, Calif.

Appoint Iola

The S. J. Buchman Company, infants' wear manufacturer, and the Restaurant Crillon, both of New York, have appointed The B. D. Iola Company, Inc., New York, as advertising counsel.

Fred A. Wish Inc.
12 E. 41st St. N.Y.C.

Will co-operate in developing Cartoons and Cartoon-form illustrations for advertising usage. Over 60 Cartoonists!

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Advertising Sales Executive desires to contact parties who would consider financing promotion of two very meritorious advertising ideas recently developed and applicable to Drug Stores. Extraordinary profit assured. Address Box 318, P. I.

HELP WANTED

PUBLICITY MAN, New York Opportunity. Must be prolific in producing copy and have sound journalistic and publicity background. Write full history and salary expected. Box 311, Printers' Ink.

Chicago Advertising Agency—now reorganizing, offers an interesting opportunity for an experienced advertising agency account executive, who enjoys desirable relations with industrial advertisers. Respond fully. Box 307, P. I.

Position of Extension Secretary is offered a qualified direct-mail man by established business training institution, in New York. An unusual opportunity to the right man seeking an official connection in a clean, constructive business of unlimited possibilities. Investment required. Reply must give full details. Box 316, Printers' Ink.

MISCELLANEOUS

FOR SALE

One Kelly press, Style B, with all equipment in excellent condition. Price \$700 f.o.b. factory floor, Cambridge, Mass. Box 319, Printers' Ink.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than **PRINTERS' INK**, if the man you seek must possess a sales, merchandising or advertising background.

An advertisement in **PRINTERS' INK**, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

POSITIONS WANTED

REPRESENTATIVE OF 20 YEARS' standing handling entire advertising department magazine want eastern representation one more good publication. Bx 309, Printers' Ink.

HOUSE MAGAZINE EDITOR

House magazine of educational value to consumer or producer carried part-time by experienced editor of trade publications. Box 317, Printers' Ink.

Secretary Correspondent Stenographer College, experienced in editorial and advertising agency, new business, research and promotional work. Qualified account executive's assistant. Box 308, P. I.

Advertising Opportunity Wanted by young man, 21, college graduate, thorough business training. 1 yr. free-lance experience, good knowledge direct-mail production, excellent writer. Salary, location immaterial. Box 315, Printers' Ink.

ADVERTISING MANAGER

Now agency department head. Thoroughly experienced in market analysis, sales promotion, market and media research, publicity, newspaper and agency practice. Young, fully educated, and ambitious. Dealings confidential because of present position. Box 310, P. I. Chicago office.

AVAILABLE

Layout artist and art director of imagination and versatility. 15 years with New York publishers, newspaper, magazine, and advertising agency art departments. Will add activity to your organization. Box 312, Printers' Ink.

PUBLISHERS-ADVERTISING AGENCIES!

Position sought by young woman, thoroughly experienced promotion advertising, merchandising; unique trade paper background; possesses imagination, practical business viewpoint and ability to get things done. Box 313, Printers' Ink.

ADVERTISING MANAGER

Now employed. 25 years advertising and selling. Ten of these copy chief N. Y. advertising agencies. Energetic, enthusiastic worker, easy to get along with, able to think straight and through to the finish and to get things done. Good merchandiser. Excellent copy writer of wide experience; magazine, newspaper, trade paper, direct mail. Salary \$6,500. New York only. Box 314, Printers' Ink.

CAUTION

Applicants for positions advertised in **PRINTERS' INK** are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding.

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We are authorized to place this insignia on the printed matter of those privileged to use it.

MEdallion 3-3500

*T*HIS may be a lucky number for you. It has meant relief from worry for many an advertising man. It means full measure of value for the careful buyer of printing. It has behind it a group of specially trained men, always on their toes to serve you so well that you will come back again.

*A*ND — it is easy to remember — MEdallion 3-3500.

CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK

11.9% INCREASE

IN SALES OF CHICAGO DEPARTMENT STORES IN JUNE, 1933, OVER THE SAME MONTH LAST YEAR



Chicago department stores scored a gain of 11.9 per cent in sales during June this year over the same month of last year

★ *They placed more advertising in the Chicago Tribune during June this year than they placed in any other Chicago newspaper* ★ *The Tribune during June gained 125,582 lines, or 48 per cent, over June last year, while the combined loss of all other Chicago newspapers from these stores was 85,884 lines, or 12 per cent* ★ *And in July the Tribune gained 83,344 lines, or 48 per cent, over July last year, while the combined loss of all other Chicago newspapers was 50,499 lines, or 11 per cent.*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Offices: Chicago, Tribune Tower. New York, 220 E. 42nd St. Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg. San Francisco, 820 Kohl Bldg.